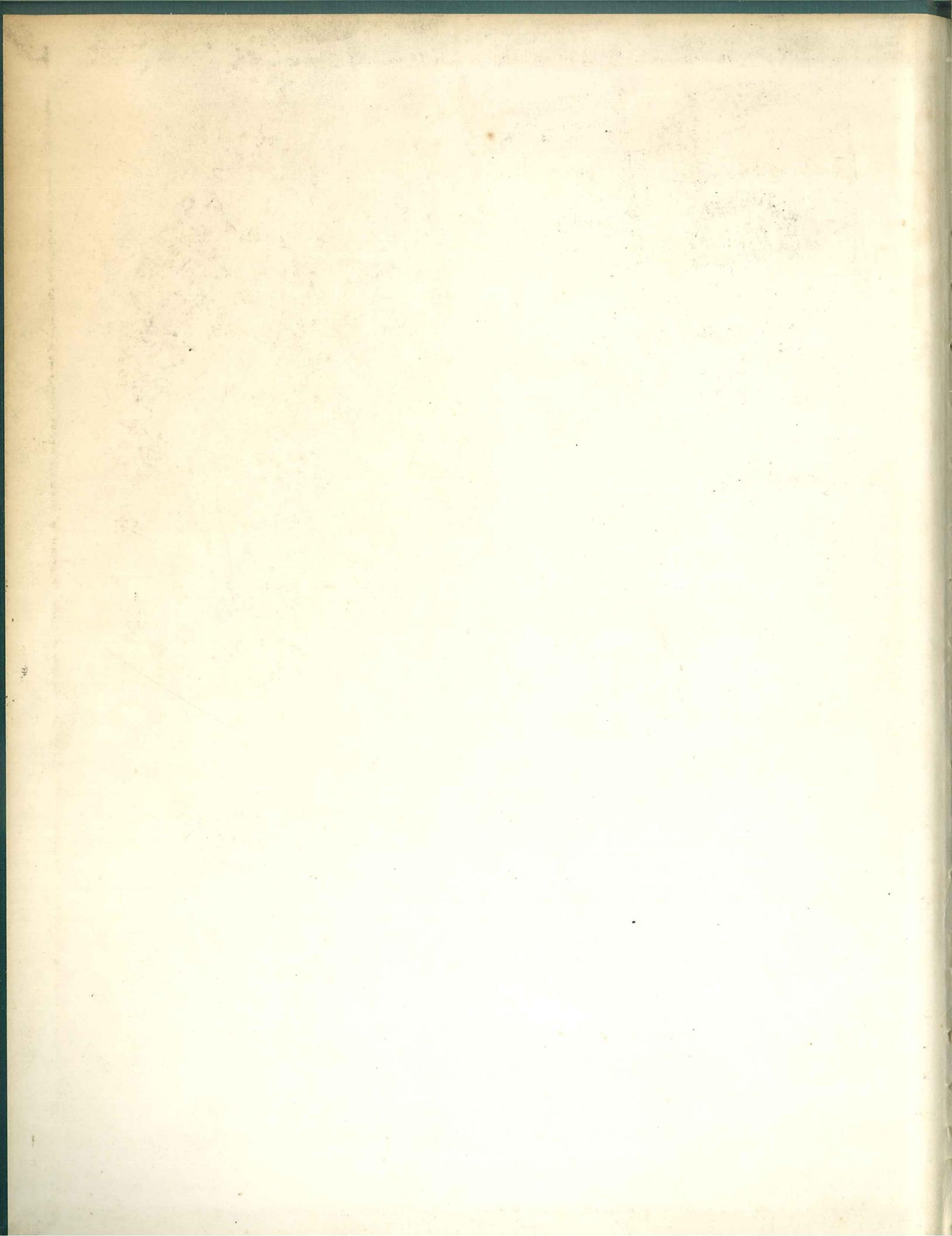


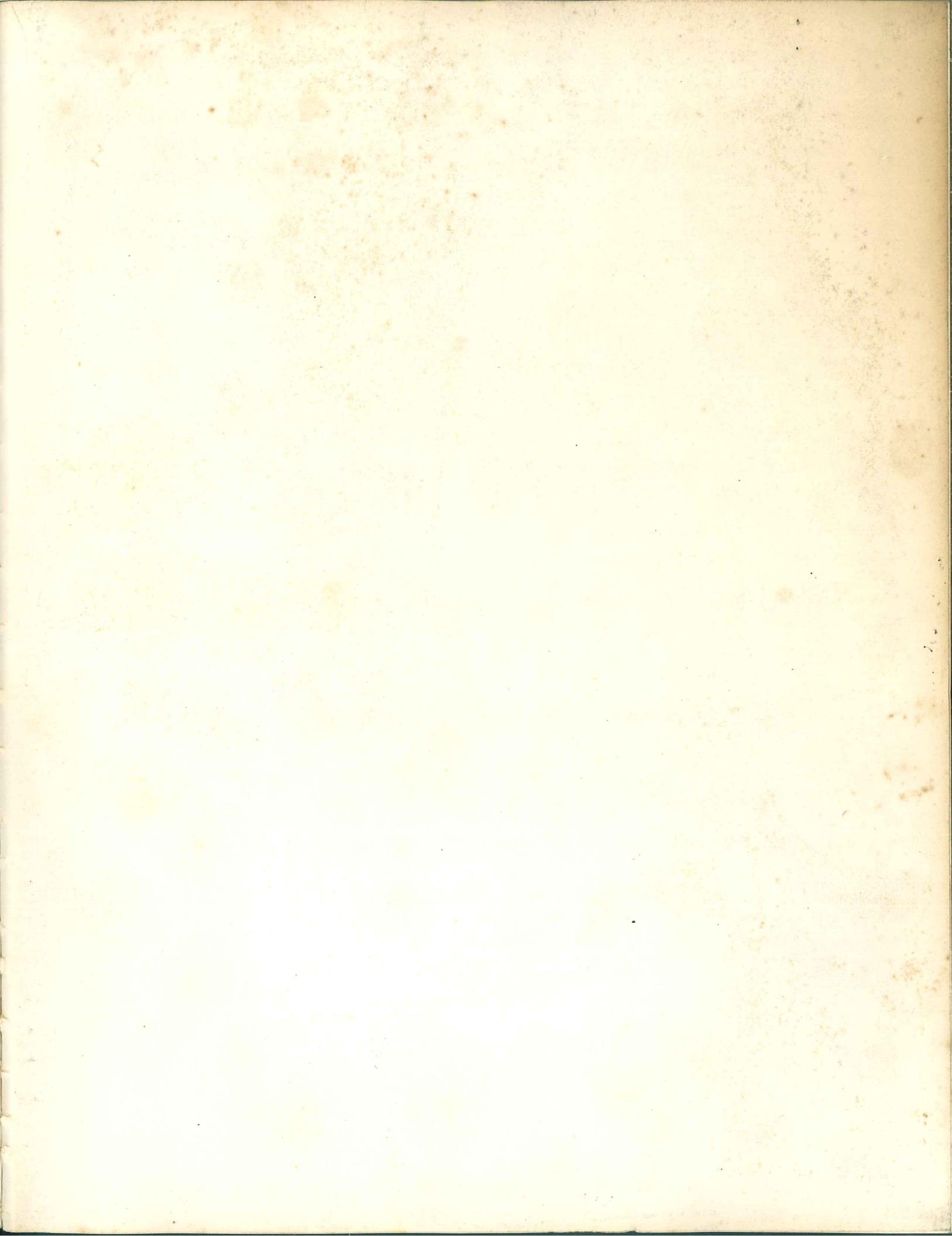


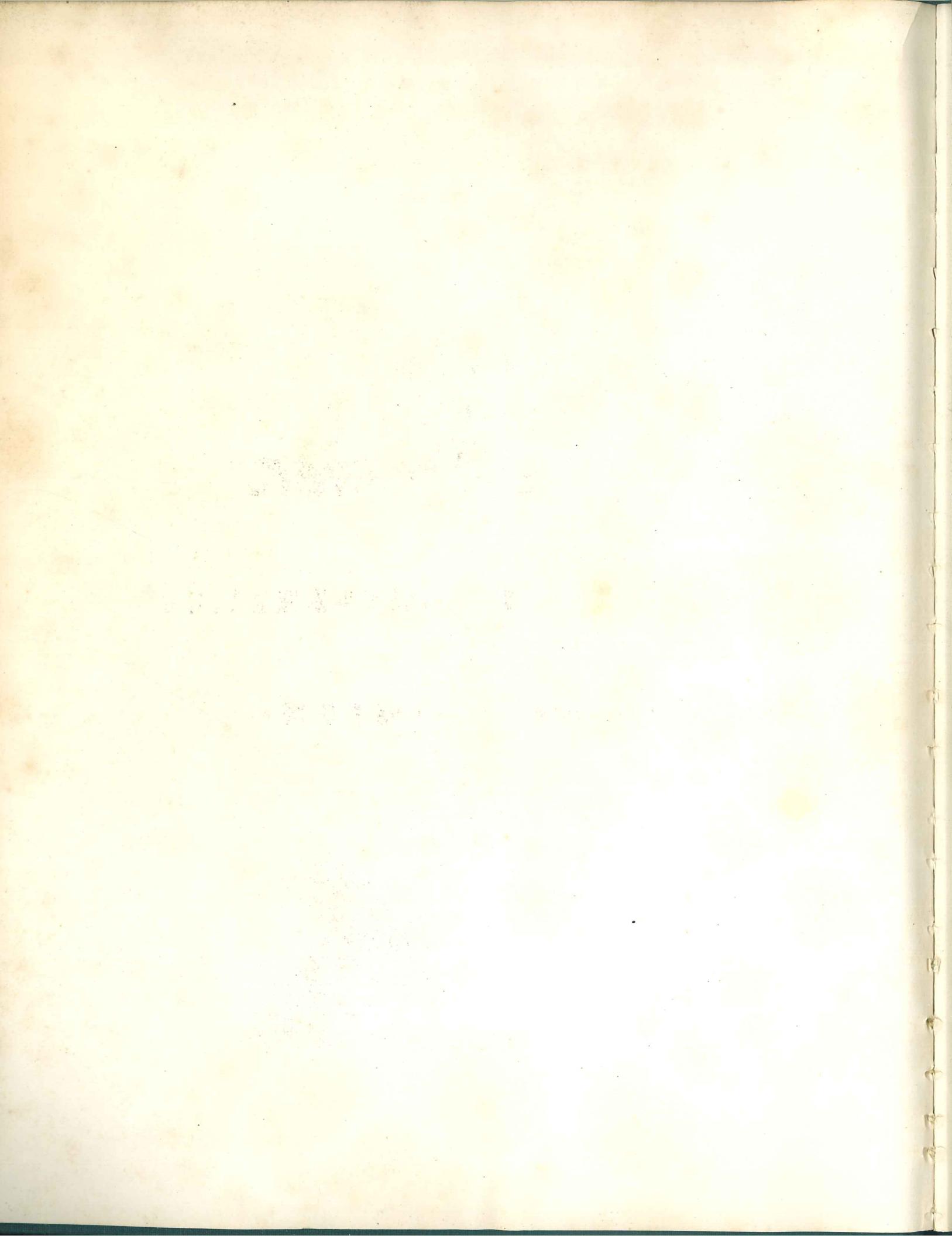
# **LOWE BROTHERS**

## **Product Reference Book**

**The Lowe Brothers Company • Dayton, Ohio**



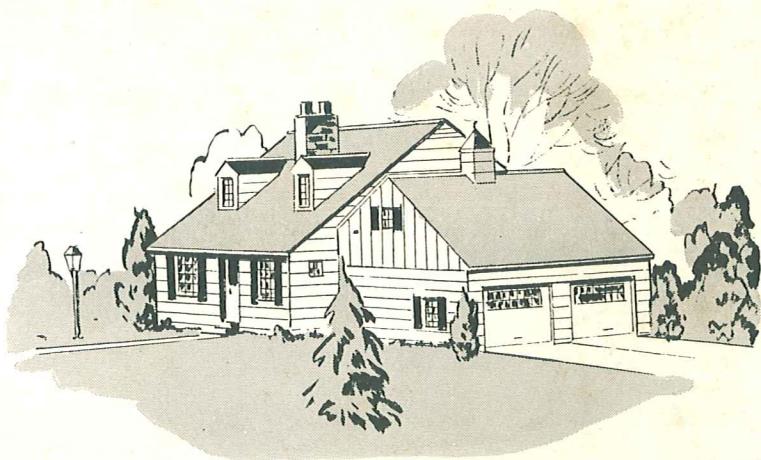






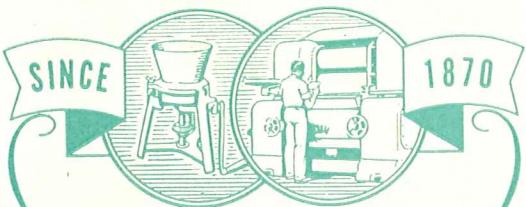
*Lowe Brothers*

**PRODUCT REFERENCE  
for HOME MAINTENANCE**



THE LOWE BROTHERS COMPANY • DAYTON 2, OHIO

PRINTED  
IN  
U.S.A.



# HISTORY OF THE LOWE BROTHERS COMPANY



Manufacturing high quality paint has been a time-honored tradition with The Lowe Brothers Company since its origin in 1870. An early success was the marketing of one of the first high quality exterior house paints on the market—in spite of the general belief that its manufacture would not be practical. As a result of this pioneering many other paint makers followed suit and today the making of liquid paint is one of the important industries of the country. This is just one example of the many “firsts” achieved by Lowe Brothers in nearly a century of paint manufacture.

Behind every Lowe Brothers product there lies a story of painstaking research carried on by Lowe Brothers laboratories to achieve the best paint possible for the consumer. Every raw material used, every batch of paint made, and every new product developed runs through a cycle of exhaustive tests. This laboratory procedure is assurance of uniform quality, consistency, color and lasting beauty in every Lowe Brothers product.

Lowe Brothers is today one of the largest and most respected manufacturers of fine finishes in the paint industry. Its progress has been solid and steady and its record and reputation have long been nationally recognized. With continued use of endless research and basic “know how” in the manufacture of quality paint, Lowe Brothers will continue to lead the field as a quality paint manufacturer.

# INDEX

## LOWE BROTHERS PRODUCTS

|  | PAGE   |
|--|--------|
| Additive—Mildew Resistant                | 24     |
| Aluminum—Chrome Luster                   | 20     |
| Aluminum—Metalcote                       | 23     |
| Aluminum Paint (Ready Mix)               | 20     |
| Asphaltum—Black                          | 20     |
| Barn Paint—Derby Red                     | 22     |
| Barn Paint—Standard                      | 27     |
| Black Asphaltum                          | 20     |
| Black—Flat                               | 22     |
| Black—Sash                               | 26     |
| Brick Paint—Stucco                       | 27     |
| Cement and Stucco Primer                 | 21     |
| Cement and Stucco Primer Thinner         | 21     |
| Chalkboard Slating                       | 21     |
| Chrome Luster                            | 20     |
| Cleaner—Paint                            | 20     |
| Conditioner—Surface                      | 28     |
| Derby Red Barn Paint                     | 22     |
| Drier—Painters Japan                     | 23     |
| Enamel—Iron                              | 22     |
| Enamel—Plax                              | 16     |
| Enamel—Floor (Plax-Cote)                 | 15     |
| Enamel—Screen                            | 26     |
| Enamel—Wall (Mellotone—Mello-Gloss)      | 13-14  |
| Enamel Undercoating                      | 22     |
| Filler-Neptoseal                         | 24     |
| Filler-Paste Wood                        | 19     |
| Flat Black                               | 22     |
| Floor Enamel—Plax-Cote                   | 15     |
| Floor Seal Clear                         | 19     |
| Floor Stain Neptunite Varnish            | 18     |
| Floor Stain—Non-Fading Oil               | 19     |
| Floor Varnish—Neptunite—Plax Water Clear | 17-18  |
| Galvanized Primer—Metalcote              | 23     |
| Glazing Liquid—Mellotone                 | 24     |
| Graphite-Metalcote                       | 23     |
| High Standard House Paint                | 8-9-30 |
| High Standard Trim Colors                | 9      |
| House Paint—981                          | 30     |
| House Paint—High Standard                | 8-9-30 |
| House Paint—Super One Coat               | 11     |
| House Paint—Shingle n' Shake             | 12     |
| Iron Enamel                              | 22     |
| Iron Primer—Metalcote                    | 23     |
| Japan Drier                              | 23     |
| Lacquer Thinner                          | 23     |
| Master Oil                               | 24     |
| Mello-Gloss—Semi-Gloss Enamel            | 14     |
| Mellotone—Flat Wall Enamel               | 13     |
| Mellotone Glazing Liquid                 | 24     |
| Metalcote                                | 23     |
| Metalcote—Graphite                       | 23     |
| Metalcote Primer                         | 23     |
| Mildew Resistant Additive                | 24     |

|                                  | PAGE |
|----------------------------------|------|
| Neptoseal                        | 24   |
| Neptunite Gloss Floor and Trim   | 17   |
| Neptunite Ground Color           | 19   |
| Neptunite Satin Finish Varnish   | 18   |
| Neptunite Spar                   | 17   |
| Neptunite Varnish Stain          | 18   |
| Neptunite Varnishes              | 17   |
| 981 House Paint                  | 30   |
| Non-Fading Oil Stain             | 19   |
| Oil Stain—Non-Fading             | 19   |
| One Plus One (Semi-Paste)        | 25   |
| Paint and Varnish Remover        | 25   |
| Painters' Japan Drier            | 23   |
| Paste Wood Filler                | 19   |
| Plax                             | 16   |
| Plax-Cote                        | 15   |
| Preservative—Red Lead            | 26   |
| Primer—Cement and Stucco         | 21   |
| Primer—High Standard             | 10   |
| Primer—Metalcote                 | 23   |
| Primer—981                       | 30   |
| Red Lead Preservative            | 26   |
| Remover—Paint—Varnish            | 25   |
| Rich-Tone Shingle Stain          | 26   |
| Sash Black                       | 26   |
| Screen Enamel                    | 26   |
| Sealer—Super                     | 28   |
| Sealer—Wall Clear                | 29   |
| Shellac                          | 27   |
| Slating—Chalkboard               | 21   |
| Specification Varnish            | 28   |
| Super Sealer                     | 28   |
| Surface Conditioner              | 28   |
| Super One-Coat House Paint       | 11   |
| Shingle n' Shake Paint           | 12   |
| Shingle Stain—Rich-Tone          | 26   |
| Stain—Neptunite Varnish          | 18   |
| Stain—Non-Fading Oil             | 19   |
| Stain—Rich-Tone Shingle          | 26   |
| Standard Barn Paint              | 27   |
| Stucco and Brick Paint           | 27   |
| Thinner—Utility                  | 29   |
| Thinner—Cement and Stucco Primer | 21   |
| Thinner Lacquer                  | 23   |
| Tinting Colors                   | 29   |
| Traffic Zone Paint               | 29   |
| Trim Color—High Standard         | 9    |
| Tractor and Implement Paint      | 28   |
| Undercoating—Enamel              | 22   |
| Utility Thinner                  | 29   |
| Varnish—Neptunite                | 17   |
| Varnish Remover                  | 25   |
| Varnish—Specification            | 28   |
| Varnish Stain—Neptunite          | 18   |
| Vegetable Oil Soap               | 29   |
| Wall Paint—Mellotone             | 13   |
| Wall Paint—Mello-Gloss           | 14   |
| Wall Paint—Plax                  | 16   |
| Wall Sealer Clear                | 29   |
| Wood Filler                      | 19   |
| Zone Paint—Traffic               | 29   |

# INDEX

## SURFACES—TO FINISH (WHAT TO USE)

|                                      | PAGE |
|--------------------------------------|------|
| Barns . . . . .                      | 46   |
| Bicycles . . . . .                   | 46   |
| Blackboards . . . . .                | 46   |
| Blinds—Cloth—Metal . . . . .         | 46   |
| Boats . . . . .                      | 47   |
| Breakfast Sets . . . . .             | 47   |
| Brick Surfaces . . . . .             | 47   |
| Bridges . . . . .                    | 47   |
| Canvas . . . . .                     | 48   |
| Canopies . . . . .                   | 48   |
| Ceiling . . . . .                    | 48   |
| Cement Buildings . . . . .           | 48   |
| Chairs . . . . .                     | 49   |
| Concrete Floors . . . . .            | 49   |
| Doors . . . . .                      | 49   |
| Fences . . . . .                     | 49   |
| Fire Escapes . . . . .               | 49   |
| Floors—To Paint . . . . .            | 49   |
| Floors—To Varnish . . . . .          | 50   |
| Furnaces . . . . .                   | 50   |
| Furniture . . . . .                  | 50   |
| Galvanized Iron . . . . .            | 50   |
| Gutter Tin . . . . .                 | 50   |
| Houses . . . . .                     | 51   |
| Implements . . . . .                 | 51   |
| Interior Finishes—Softwood . . . . . | 51   |
| Interior Finishes—Hardwood . . . . . | 51   |
| Interior Floors—Softwood . . . . .   | 52   |
| Interior Floors—Hardwood . . . . .   | 52   |
| Kitchen Floors . . . . .             | 52   |
| Kitchen Walls . . . . .              | 52   |
| Lawn Furniture . . . . .             | 53   |
| Metal Surfaces . . . . .             | 53   |
| Porch Ceilings . . . . .             | 53   |
| Porch Floors . . . . .               | 53   |
| Porch Furniture . . . . .            | 53   |
| Radiator . . . . .                   | 53   |
| Reed Furniture . . . . .             | 54   |
| Refrigerator . . . . .               | 54   |
| Registers . . . . .                  | 54   |
| Roofs—Metal . . . . .                | 54   |
| Roofs—Wood . . . . .                 | 54   |
| Rough Sawed Siding . . . . .         | 54   |
| Sash . . . . .                       | 55   |
| Screens . . . . .                    | 55   |
| Smoke Stacks . . . . .               | 55   |
| Tanks . . . . .                      | 55   |

PAGE

|                         |    |
|-------------------------|----|
| Tin . . . . .           | 55 |
| Tractors . . . . .      | 55 |
| Traffic Zones . . . . . | 56 |
| Trucks . . . . .        | 56 |
| Wall Board . . . . .    | 56 |
| Walls . . . . .         | 56 |
| Wallpaper . . . . .     | 56 |

## DECORATION

|                               |       |
|-------------------------------|-------|
| Color Fundamentals . . . . .  | 43-45 |
| Color Personalities . . . . . | 45    |
| Color Recipes . . . . .       | 44    |
| Color Wheel—Large . . . . .   | 43    |
| Decorating Guide . . . . .    | 45    |

## PAINT FAILURES—HOW TO AVOID

|  |    |
|--|----|
| Alligatoring—Paint . . . . .           | 40 |
| Blistering—Paint . . . . .             | 40 |
| Brown Staining . . . . .               | 42 |
| Causes of Paint Failure . . . . .      | 39 |
| Chalking—Not a Defect . . . . .        | 41 |
| Checking—Paint . . . . .               | 40 |
| Copper Stains . . . . .                | 42 |
| Cracking—Paint . . . . .               | 41 |
| Dirt Collections . . . . .             | 42 |
| Discoloration—Gas . . . . .            | 42 |
| Erosion—Paint . . . . .                | 41 |
| Flaking . . . . .                      | 40 |
| Gas Discoloration . . . . .            | 42 |
| Mildew—Paint . . . . .                 | 41 |
| Peeling—Paint . . . . .                | 40 |
| Scaling—Paint . . . . .                | 41 |
| Spotting—Paint . . . . .               | 42 |
| Washing and Non-Drying—Paint . . . . . | 41 |
| Wrinkling—Paint . . . . .              | 41 |

## SPECIAL FINISHES

|   |    |
|---|----|
| Black Lacquer Finish . . . . .          | 32 |
| Blonde Finish . . . . .                 | 32 |
| Harvest Wheat Mahogany Finish . . . . . | 33 |
| Limed Oak Finish . . . . .              | 33 |
| Wheat Finish (Imitation) . . . . .      | 33 |

## MISCELLANEOUS

|  |       |
|--|-------|
| Brushes—Use . . . . .                  | 35    |
| Do's—Don'ts of Painting . . . . .      | 34-35 |
| Estimates—Paint . . . . .              | 36-37 |
| Exterior Painting—(Do-Don't) . . . . . | 34    |
| Floors—(Do-Don't) . . . . .            | 35    |
| General Painting . . . . .             | 35    |
| How to Measure—Exterior . . . . .      | 36    |
| How To Measure—Interior . . . . .      | 37    |
| Manufacturing—Paint . . . . .          | 6-7   |
| Paint Requirements—Exterior . . . . .  | 36    |
| Paint Requirements—Interior . . . . .  | 37    |
| Quick Reference—Products . . . . .     | 46-56 |
| Raw Materials . . . . .                | 6     |
| Roof Areas . . . . .                   | 36    |
| Walls and Woodwork . . . . .           | 34    |

# RAW MATERIALS • TESTING • RESEARCH

## Operations in Lowe Brothers Modern Paint Factory

Vast quantities of raw materials are required in the manufacture of Lowe Brothers nationally famous paints. Almost daily tank-cars with various types of oils, and box-cars of pigments, resins, and other materials arrive at Lowe Brothers modern manufacturing plant in Dayton, Ohio. All raw materials received are tested before acceptance, for they must meet Lowe Brothers rigid specifications for uniformity and high quality. After acceptance, the liquid raw materials are stored in large underground tanks and pigments in raw material stock rooms adjacent to the manufacturing areas. (See figures 3 and 4.)

The first operation in the manufacture of paint is mixing the correct weight of pigment with the required volume of vehicle. Powerful mixing machinery and modern grinding mills in the Lowe Brothers plant disperse the pigment particles into the vehicle to form a homogeneous mixture. Three main types of grinding mills are used (figures 7, 8 and 9) with the choice depending on the character of the pigment used, the type of product being made, and the required fineness of grind.

The paste then travels to thinning and shading tanks for the final operation. There it is thinned to proper

viscosity with the necessary driers, oils or varnishes and tinting colors added to bring the batch to the standard color of that product.

Throughout all manufacturing steps, constant tests are made for fineness of grind, proper consistency and correct color. Each finished batch is checked for color, brushing, hiding, ease of application, drying and other characteristics before being filled into containers by the automatic filling machine. The packaged products are labeled and put into cartons. The cartons are sealed by automatic machinery and delivered by conveyor either to the large warehouse or direct to trucks or box-cars to be shipped to every corner of the United States.

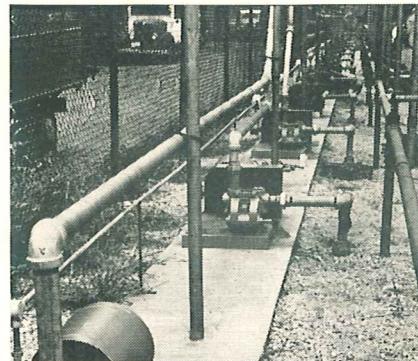
Tests of Lowe Brothers paint products are not confined only to laboratory and factory operations. At various locations throughout the United States Lowe Brothers maintain exposure test farms where individual product panels are microscopically examined and studied. Performance records are maintained year after year on many products. These case histories aid Lowe Brothers research specialists in making the finest paint products for the American consumer.



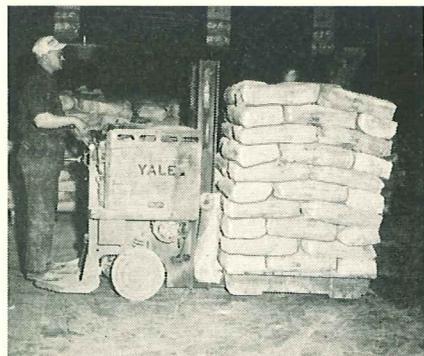
1. Factory Building



2. Tank Car of Vehicle



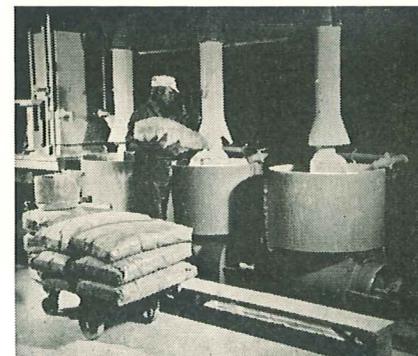
3. Vehicle Tank Farm



4. Receiving Pigments

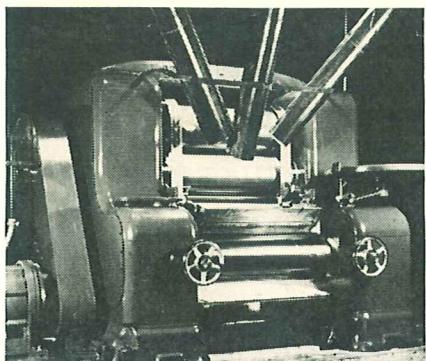


5. Testing Raw Materials

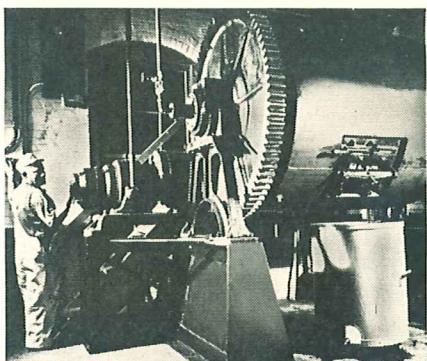


6. Paint Mixers

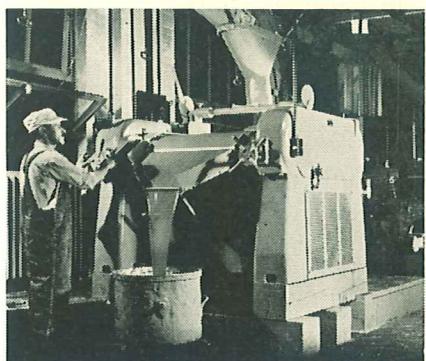
## • MANUFACTURING AND DISTRIBUTION



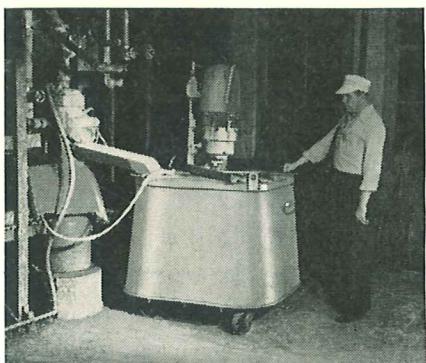
7. Five Roller Mill



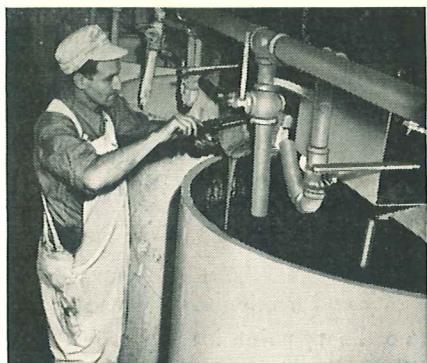
8. Steel Ball Mill



9. Three Roller Mill



10. Hy-R Speed Colloid Mill



11. Tinting Paint



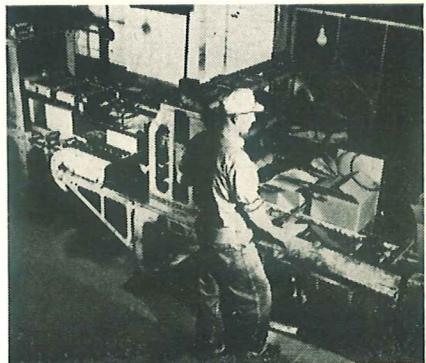
12. Batch Testing



13. Automatic Filling



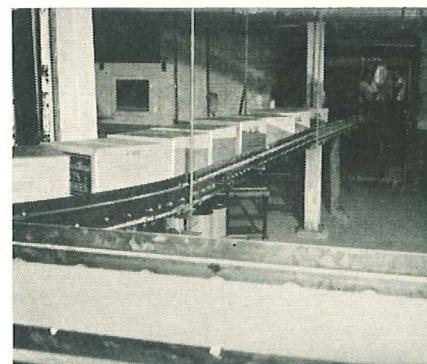
14. Labeling Cans



15. Sealing Cartons



16. Warehouse Facilities



17. Rapid Conveyor System



18. Loading Box Car



# HIGH STANDARD HOUSE PAINT

Style-Tested  
PAINT COLORS



## USE HIGH STANDARD HOUSE PAINT ON THESE SURFACES:

**Houses**  
**Barns**  
**Bridges**  
**Boats**  
**Outbuildings**  
**Garages**  
**Gutters**  
**Storage Bins**  
**Warehouses**  
**Posts**  
**Railings**  
**Tanks**  
**Industrial Buildings**

and all other exterior  
surfaces of wood, con-  
crete, brick and metal.

**CHARACTERISTICS:** High Standard House Paint was first marketed nearly a century ago as one of the first high quality, ready mixed paints. Since then many discoveries and developments in exterior paint manufacture have originated in Lowe Brothers laboratories and have helped set the standard for house paint manufacture throughout the country.

Special treatment of the oils used has given High Standard House Paint the extra years of protection and slow, controlled chalking that marks a super house paint. This controlled chalking of High Standard is assurance of long wear and a gradual uniform failing that provides an excellent surface for repainting. In white controlled chalking means cleaner, whiter white throughout the long life of High Standard House Paint.

The pigments used in High Standard House Paint are carefully selected to produce a high quality product. As a result High Standard has correct covering capacity and maximum hiding. Since it covers solidly more square feet of surface than ordinary paint, it requires fewer gallons and greatly reduces the painting cost per year per job. Thus, for ease of application, hiding, surface protection and lasting beauty High Standard House Paint has no peer.

**APPLICATION AND COVERAGE:** Stir to uniform consistency. High Standard House Paint may be applied by brush or spray. Application with a good 3½" or 4" brush is preferred. Apply High Standard House Paint with a full brush using long sweeping strokes, and brush out *thoroughly* to distribute the paint in uniform thickness. For spray application reduce High Standard only when necessary with Utility Thinner to permit perfect operation of the spray gun. Use only small quantities of Utility Thinner for reduction. If applied by spray, smooth the final spray coat of paint with a brush to secure a coat of uniform thickness.

On new and repaint work where High Standard House Paint has been reduced for the priming coat, one gallon covers between 450 to 500 square feet one coat. Porous and old weathered surfaces require slightly more material. As a finish coat High Standard House Paint applied as it comes in the can covers 500 to 550 square feet per gallon one coat.

**PAINTING SUGGESTIONS:** One of the most important phases of exterior painting is *proper surface preparation*. To insure trouble-free painting results, repair all spots where moisture may enter and cause damage; putty nail holes, cracks and openings after priming. Caulk all window frames, doors, and flashings. Sand glossy or rough areas; remove all scales and loose paint; apply shellac to knots or pitchy areas. Paint only on fair, dry days; never in damp, cold or foggy weather. Never paint when the temperature is below fifty degrees. Avoid painting when dust is blowing and insects are numerous. Follow label directions carefully. For the *finest* results always use High Standard Primer as the first coat followed by High Standard House Paint as the finish coat.

LOWE BROTHERS



# HIGH STANDARD TRIM COLORS

Style-Tested  
PAINT COLORS



## USE HIGH STANDARD TRIM COLORS ON THESE SURFACES:

Window Sash & Frames  
Doors  
Shutters  
Trellis  
Hardware  
Flower Boxes  
Eaves  
Gates  
Lawn Furniture  
Poles—Posts  
Towers  
Bird Houses  
**Exceptionally durable on  
surfaces of wood, metal,  
brick or concrete.**

**CHARACTERISTICS:** Permanency of color and durability are but two of High Standard Trim Colors many outstanding features. These qualities result from the use of alkyd resins developed especially for High Standard Trim Colors. This accounts for their ability to wear and weather properly under adverse conditions. They dry evenly and thoroughly under normal drying conditions in twenty-four hours. Other important features incorporated in High Standard Trim Colors are ease of application, longer gloss retention, smooth leveling, excellent hiding and one coat coverage. All these qualities combined make High Standard Trim Colors the preferred finish for shutters, sashes, trellises, flower boxes, doors, lawn ornaments and garden gates.

**APPLICATION AND COVERAGE:** High Standard Trim Colors should be applied by brush only. Generally a  $2\frac{1}{2}$ " bristle brush will prove satisfactory. Stir High Standard Trim Colors until it is uniform in consistency and apply with a full brush. Brush on with long, parallel strokes and smooth with tip of the brush.

On previously primed surfaces High Standard Trim Colors cover approximately 500 to 600 square feet per gallon one coat. On old, porous surfaces the coverage will be at the rate of about 450 to 500 square feet per gallon one coat.

**PAINTING SUGGESTIONS:** Always apply High Standard Trim Colors after the main body colors have been applied. For the best results always apply High Standard Trim Colors over a prime coat which has been tinted to the approximate shade of the finish coat. Have clean rags handy, saturated with Lowe Brothers Utility Thinner so that paint spatters may be removed from other painted areas readily.

## HIGH STANDARD HOUSE PAINT FORMULATED TO MEET SPECIAL PAINTING CONDITIONS

Under normal conditions the finest exterior painting results can be secured with High Standard House Paint. In some areas however, certain atmospheric conditions exist, such as chemical fumes and high humidity, which have an adverse effect on regularly formulated exterior paints. Lowe Brothers have developed products to overcome these conditions. They are High Standard Fume-Resisting and High Standard Tinting White—for use where the color desired is not available in ready-mixed form. Each one of these High Standard finishes is formulated and designed as a part of the regular High Standard House Paint line. Both products embody the famous quality features of High Standard House Paint.

For a more complete description about the characteristics of each product see page 30.



# HIGH STANDARD PRIMER

Style-Tested  
PAINT COLORS



## USE HIGH STANDARD PRIMER ON THESE SURFACES:

**Houses**  
**Barns**  
**Bridges**  
**Boats**  
**Outbuildings**  
**Garages**  
**Gutters**  
**Storage Bins**  
**Warehouses**  
**Posts**  
**Railings**  
**Tanks**  
**Industrial Buildings**  
and all other exterior  
surfaces of wood, con-  
crete, brick and metal.

**CHARACTERISTICS:** High Standard Primer is a prepared primer especially designed for priming exterior surfaces. One of its many outstanding features is "controlled penetration." This is accomplished by the use of specially processed oils which prevent over-absorption of oils by new, old and repainted surfaces. As a result, good adhesion is secured and sufficient oil remains on the surface to bind the pigment, thereby assuring the very best surface adhesion. Of equal importance is its fine "sealing" characteristics. High Standard Primer seals porous and non-porous surfaces of brick, concrete, wood and metal. The sealing is uniform and solid on all surfaces. Thus High Standard Primer contributes immeasurably to better and finer painting results. It actually takes the guess work out of painting and minimizes the danger of peeling, scaling, cracking and crawling.

Under normal drying conditions High Standard Primer dries to a flat finish usually within twenty-four hours.

**APPLICATION AND COVERAGE:** Stir to uniform consistency. High Standard Primer may be applied by brush or spray but brushing application is preferred. For brushing use a  $3\frac{1}{2}$ " or 4" long bristle brush and apply High Standard Primer as it comes in the can. *No thinning is necessary.* Apply with a full brush and distribute evenly on the surface by *thorough* brushing. The last stroke of each brushful should be toward the previously painted area. Whenever possible in spray application use High Standard Primer as it comes in the can. If thinning is necessary, for perfect spray equipment operation, use only very limited amounts of Utility Thinner.

High Standard Primer covers 400 to 500 square feet one coat per gallon. The variation between old porous surfaces and new, repainted surfaces accounts for the variation in coverage rate.

**PAINTING SUGGESTIONS:** For the finest painting results on exterior surfaces *always* use High Standard Primer as an undercoat and always follow with a coat of High Standard House Paint. When used under colored paints High Standard Primer should be tinted to the approximate color of the finishing paint with Lowe Brothers Tinting Colors. Sanding of hard glossy areas, under eaves, porches, etc., with a No. 2½ sandpaper to dull the gloss will minimize the danger of crawling. If broken putty in window sash is to be replaced, always prime the sash before putting—then apply a priming coat over the putty. Do not pile paint under the edges of siding as this may lead to cracking of the paint film. Be sure the primer is dry before applying a finish coat.

---

**High Standard Primer Takes  
The Guesswork out of Painting**

---



# SUPER ONE COAT HOUSE PAINT



## USE SUPER ONE COAT HOUSE PAINT ON THESE SURFACES

**Houses**  
**Fences**  
**Gates**  
**Barns**  
**Posts**  
**Garages**  
**Trellises**  
**Gutters**  
**and other exterior  
surfaces of wood,  
concrete, brick or  
metal that are  
in GOOD CONDITION.**

**CHARACTERISTICS:** Super One Coat House Paint has all the high quality requisites of other Lowe Brothers nationally famous products. Formulated expressly as a one coat exterior finish, it has an unusually high percentage of the costlier white pigments available to the paint industry today. It is scientifically manufactured to assure maximum hiding and durability as a one coat finish. Super One Coat House Paint levels evenly with a minimum of brush marks. Super One Coat is full bodied, yet it brushes easily. No thinning is necessary. This product is designed for repainting work on surfaces that are in good condition. On new work or badly worn areas it is necessary that a primer coat precede the finish coat of Super One Coat. Compared to two coat work, there's added economy with Super One Coat as it requires only half the time and labor to apply. Super One Coat is made to remain white and clean over the years. It weathers away by gradual chalking, thus assuring the home owner there'll be no "piling up" of paint film, which would eventually bring about checking, cracking and finally peeling. This product can be tinted with Tinting Colors or Oil colors.

**APPLICATION AND COVERAGE:** Apply Super One Coat as it comes in the can after stirring to uniform consistency. Dip brush into the paint about  $\frac{1}{3}$  bristle length. Tap out excess against inside of can. Pile on Super One Coat by applying generously. Brush out to uniformly full thickness with long even strokes. Feather out with brush tips at the end of each stroke. Best results can be obtained by brushing at the spreading rate of 300 to 400 square feet to the gallon.

Under normal conditions there is no need of adding thinner to Super One Coat House Paint. If thinning is essential to ease the brushing, add no more than two tablespoons of thinner to each gallon. Apply Super One Coat in weather above 50 degrees and when a period of four or five days of temperature over 50 degrees may be expected.

**PAINTING SUGGESTIONS:** For the best results take time to secure proper surface preparation: caulk openings, putty nail holes, eliminate moisture sources, scrape or sand rough spots and remove loose paint and dirt. Prime bare spots or new wood. Read the label directions carefully and mix according to instructions. For best results apply Super One Coat as it comes in the can after it has been thoroughly mixed. Avoid brushing on Super One Coat in thin coats. A uniform thick coat gives best results. Use drop cloths to protect surrounding shrubbery, and observe all safety rules when using ladders. Paint only on fair, dry days; never in damp, cold or foggy weather. Work in the shade and follow the sun.

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**Super One Coat House Paint Cuts  
Paint and Painting Cost in Half**

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# SHINGLE N' SHAKE PAINT

Style-Tested  
PAINT COLORS



## USE SHINGLE N' SHAKE PAINT ON THESE SURFACES

**Shingles**  
**Shakes**  
**Wood**  
**Rough-sawed siding**  
**Asbestos shingles**  
**Brick**  
**Cement**  
**Stucco**  
**Metal**  
**A modern  
finish for rough  
exterior surfaces**

**CHARACTERISTICS:** Another new and exclusive product developed by Lowe Brothers. Laboratory tested and home-owner proved. Shingle n' Shake is specifically formulated to give the best possible protection known on rough surfaces such as shingles, shakes, rough sawed lumber, stucco and brick, cement and asbestos shingles.

Shingle n' Shake is made with tough, weather resistant drying oils and permanent color pigments. It has excellent body; applies with ease and hides so well that one coat is normally enough. The unusual formulation of the product permits the paint film to cling, firmly and securely to the sharp edges on rough surfaces. It dries to an attractive flat finish of outstanding color permanence. As a flat finish it imparts a soft-mellowed beauty that is desired on shingles and rough sawed surfaces. Shingle n' Shake is a heavy bodied finish that resists the destructive action of natures elements. Wears down slowly and evenly—leaving a perfect surface for repainting.

All Shingle n' Shake colors are Style-Tested to be in keeping with today's color trends. Unlike many stains, Shingle n' Shake colors remain clean and bright for lasting beauty and protection.

**APPLICATION AND COVERAGE:** For the best painting results on new or old surfaces make certain the surface is *clean*, free from grease or other soiled conditions. After stirring to uniform consistency dip brush  $\frac{1}{3}$  bristle length into paint and apply in full even brush strokes. Brush Shingle n' Shake on thoroughly.

On new wood surfaces a pint of V-988 Utility Thinner may be added for priming. New cement surfaces should be primed with Cement and Stucco Primer Grey 584. As a finish coat on either surface apply Shingle n' Shake without thinning.

When repainting wood surfaces in good condition generally one coat is sufficient. Badly worn surfaces should be finished as new work. When repainting stucco and brick surfaces a quart of linseed oil should be added to the first coat. The second coat may be applied as it comes in the container.

The covering rate should be approximately 250 square feet per gallon one coat.

**PAINTING SUGGESTIONS:** Avoid possible paint failure by eliminating sources where moisture could enter, around window sills, flashings and gutters. Sanding and scraping rough or scaled paint is essential to better painting results. Stir paint thoroughly. Remember it's best to stir more—than not enough. Follow safety practices when working on ladders. Be sure the surface is dry before applying paint. In estimating the amount of paint required, be sure and take into consideration the type of surface. Porous surfaces, such as stucco and cement will require more than smooth surfaces.

The roller coater is coming into increasing use in the application of paint to shingle, brick, stucco and rough siding surfaces. Shingle n' Shake Paint applies perfectly with roller coater. Slightly more paint may be required than for brush application.



# MELLOTONE

Style-Tested  
PAINT COLORS



## USE MELLOTONE FOR WALLS, CEILINGS AND WOODWORK ON THESE SURFACES:

Living Room  
Dining Room  
Bed Rooms  
Schools  
Offices  
Churches  
Studios  
Auditoriums  
Banquet Halls  
Lounge Rooms  
Hospitals  
Stores  
Theaters  
**plus many other room surfaces of plaster, wallboard, metal or concrete.**

## FLAT WALL ENAMEL

**CHARACTERISTICS:** Mellotone was introduced in 1909 as one of the very first high quality flat wall finishes, and since then has been made into one of the finest one-coat flats on the market. As a one-coat finish, it reduces material costs, cuts painting time and returns rooms to service quickly. In fact, it hides so well there may be a tendency to spread it over too large a surface. This one-coat coverage may be achieved over all but very dark surfaces. No special thinner or primer is needed with Mellotone, and it is easily applied over surfaces of uniform porosity without a size or sealer coat. Mellotone has no offensive paint odor. It is made with odorless vehicles that assure quick, thorough drying. Mellotone dries to a soft, velvety finish with a low angular sheen. It has excellent light diffusion properties.

Mellotone withstands repeated cleaning because it is made with alkyd resins. Its colors are the same as Mello-Gloss, thus they may be used as companion finishes on walls and woodwork. A wide range of tints is possible, for standard colors may be lightened with white or intermixed without impairing the beauty and clearness of tone of the original color.

Mellotone Stylist colors have all the desirable characteristics of durability and beauty found in the standard colors. They vary only in application requirements—all of which are fully covered on the can label.

**APPLICATION AND COVERAGE:** Stir Mellotone until it is uniform in consistency. Application may then be made by brush, Roller Koater, or spray. If Mellotone is to be applied by brush use a  $3\frac{1}{2}$ " or 4" flat wall brush. Apply generously with a semicircular motion. Level lightly with a vertical brush stroke. To spray Mellotone, add approximately one pint of Utility Thinner to each gallon of Mellotone. Roller Koater application is the easiest of all methods. It cuts down finishing time and produces a solid even coat. Read directions on Roller Koater for proper use.

On extremely porous surfaces like brick, cement and sand plaster the coverage ranges between 350 to 400 square feet per gallon, while on smooth plaster, wood or metal the coverage is approximately 500 square feet per gallon one coat.

**PAINTING SUGGESTIONS:** Remove *all* dirt, grease or soot. Fill cracks and crevices with spachtle compound or plaster. When spachtle compound or plaster is used, the entire area should be sealed with Super Sealer before coating with Mellotone. For finest work remove light fixtures and hardware before painting. When painting over surfaces where wallpaper has been removed be sure to wash all glue size off before applying paint. If Mellotone is to be applied over wallpaper be sure the paper is tight against the surface. Avoid paint spatters on rugs and furniture by using drop cloths or newspapers. Keep the room well ventilated while painting. Mellotone is ideal for radiators as it permits excellent heat radiation; it is also excellent for renewing cloth blinds.



# MELLO-GLOSS SEMI-GLOSS ENAMEL

Style-Tested  
PAINT COLORS



## USE MELLO-GLOSS, THE SEMI-GLOSS FINISH, FOR THESE INTERIOR SURFACES:

- Dining Rooms
- Kitchens
- Bed Rooms
- Living Rooms
- Hospitals
- Nurseries
- Dairies
- Bakeries
- Factories
- Offices
- Apartments
- Hotels
- Laboratories
- Public Buildings
- In fact, on any interior surface of plaster, wallboard, wood, metal or concrete.

**CHARACTERISTICS:** Mello-Gloss is a carefully formulated semi-gloss wall finish of excellent durability and beauty. On previously painted surfaces Mello-Gloss covers and hides so effectively that ordinarily just one coat is required. This outstanding characteristic is of tremendous advantage to both painter and home owner for it means faster completion of the painting job and lower material costs. Mello-Gloss flows on easily and levels out to a smooth even finish virtually free of brush marks. It retains a wet edge up to fifteen minutes, depending on local drying conditions. As a result, large areas may be finished without danger of overlapping.

Mello-Gloss dries to a reduced satiny sheen that withstands many years of hard wear. It may be cleaned repeatedly without harm to the surface—for Mello-Gloss is an enamel finish, made extra tough with alkyd resin. It is widely used where frequent washing and low maintenance cost are necessary.

Mello-Gloss colors match those of Mellotone. They are perfect companion products to use where Mellotone is used for walls and the same color in a semi-gloss finish is wanted for woodwork. All colors are *Style-Tested* and represent the very latest trends in colors most wanted and used in homes everywhere. Where slightly different colors are desired they may be obtained by intermixing or lightening with White without losing the clearness of the original colors.

**APPLICATION AND COVERAGE:** Stir thoroughly and apply with brush, spray or Roller Koater. On woodwork use a 2½" to 3½" varnish brush. On wall areas use a 3½" or 4" flat wall brush. Apply Mello-Gloss with a well filled brush and paint with a semi-circular movement. Work from unfinished onto finished area and on upright surfaces finish with a light vertical stroke. Mello-Gloss may be sprayed when reduced with one-half to one pint of Utility Thinner to each gallon used. For Roller Koater application pour Mello-Gloss into shallow pan and apply to surface by gentle rolling. Finish with a horizontal then with final vertical rolling.

Mello-Gloss covers 400 to 500 square feet per gallon on smooth plaster and wood. Coverage on sand finished walls, wallboard and other porous surfaces is slightly less.

**PAINTING SUGGESTIONS:** Proper surface preparation is one of the first requisites for successful painting. Remove all oil, grease and dirt. Repair cracks and holes in plaster before repainting.

For the finest painting results, prime new or unfinished wall surfaces with Super Sealer or Wall Sealer Clear and follow label directions carefully. If wall paper has been removed from a wall or ceiling area, be sure to remove all traces of any glue size. To mix Mello-Gloss and other paints quickly and efficiently, pour one-half the contents of a can into a clean, empty container and then beat up the remaining paste, gradually add the liquid stirring constantly with an upward lifting motion.



## PLAX-COTE INTERIOR-EXTERIOR FLOOR FINISH

Style-Tested  
PAINT COLORS



### USE PLAX-COTE ON THESE EXTERIOR OR INTERIOR SURFACES OF WOOD OR CONCRETE:

**Floors**

**Porches**

**Steps**

**Dadoes**

**Air Ducts**

**Baseboards**

**Shuffleboards**

**Guard Rails**

**Mantels**

**Racks**

**Window Frames**

**Trusses**

**Tubs**

**Benches**

**and other surfaces where  
smooth gloss and long  
wear are essential.**

**CHARACTERISTICS:** Plax-Cote is made from the highest quality oils and newly developed resins to give extra toughness and elasticity to the paint film. It has no peer as a finish for both exterior and interior floors. It surpasses the weather and wear resistant requirements of an exterior finish, and in addition has the lasting gloss, smoothness of finish and elasticity desired in an interior floor finish. In other words, being made for both interior and exterior floors, it has more durability and beauty combined than either surface requires.

Plax-Cote will hide most surfaces with just one coat. It will not water spot—does not pick up unsightly leaf stains on exterior floors. Furthermore, it is unusually scuff resistant. Plax-Cote is used extensively in industry—on floors and as a dado finish on walls of both factories and offices. It is used also as a finish on boats and small crafts because it withstands water, abrasion and retains lasting beauty.

**APPLICATION AND COVERAGE:** Stir Plax-Cote until it is uniform in consistency, then it may be applied by brush or spray. Generally a 2½" to 4" bristle wall or varnish brush will prove most satisfactory. Apply Plax-Cote with a well filled brush and flow it on with a minimum of brushing. Brush from unpainted to freshly painted areas, and on upright surfaces finish with a light upward stroke. In spray application reduce each gallon of Plax-Cote with one pint of Utility Thinner.

One gallon of Plax-Cote covers approximately 400 to 500 square feet, one coat on wood surfaces. On cement and other porous surfaces the coverage is about 350 to 450 square feet one coat.

**PAINTING SUGGESTIONS:** Clean surface thoroughly. Remove *all* wax and oil with benzine. Change cleaning cloths frequently, otherwise they may become saturated with so much wax or oil so that the cleaning operation is ineffective. Fill cracks in wood floors after priming. Do not add linseed oil to Plax-Cote as it delays the drying.

Painting a new cement surface with ordinary paints frequently leads to unsatisfactory results. The alkali present in new cement will cause the paint to saponify and peel off. To avoid this condition and secure finer painting results on new cement surfaces apply a prime coat of Cement and Stucco Primer (Grey 584). A finish coat of Plax-Cote in the color desired would assure a surface of real beauty and durability. On old cement surfaces where alkali is not present apply two coats of Plax-Cote as directed on the can label.

Before applying Plax-Cote as a dado finish use a chalk line and masking tape to provide a straight line for the color break. Plax-Cote may be used to renew a worn linoleum. Apply one or two coats of Plax-Cote, and when dry imprint with various colors of Plax-Cote. Use separate pieces of sponge for each color when imprinting.



## PLAX THE UNIVERSAL FINISH FOR ALL ENAMELING

Style-Tested  
PAINT COLORS



### USE PLAX, THE UNIVERSAL FINISH ON THESE SURFACES:

Kitchens  
Bathrooms  
Laundries  
Furniture  
Automobiles  
Appliances  
Bar Tops  
Cabinets  
Canoes  
Vases  
Hardware  
Pipes (metal)  
Garbage Cans

Shelves  
Cooking Utensils  
Glassware

and many other surfaces  
of wood, plaster, metal,  
glass and wallboard.

**CHARACTERISTICS:** Plax, the Universal Finish for all Enameling, is one of America's fastest growing enamels. One reason for this is that Plax is actually a super quality enamel made with an alkyd resin liquid especially designed to impart all the extra tough, durable properties not found in ordinary enamels. The special liquid, in which are dispersed pigments of great opacity, produces a smooth flowing enamel easy to apply and that levels out completely free of brush marks. Plax is so tough it stands up under exterior exposure—even resists heat, smudges, grease, alcohol and many stains and acids. And too, Plax retains a wet edge—doesn't set up too fast for easy working. It dries quickly and stands up under repeated washing. A wide range of colors and tints may be obtained easily by intermixing with White or other Plax colors without losing the original clear color tones. All Plax colors are Style-Tested and are in keeping with the colors most preferred for home decoration today.

**APPLICATION AND COVERAGE:** Plax must be stirred *thoroughly* to a uniform consistency before application. It may be applied by brush or spray. Apply Plax with a full brush and flow on with a minimum of brushing. Cross brush lightly. On upright surfaces apply Plax horizontally and finish with an upward stroke. Paint from unpainted to freshly painted areas. For best results on new work apply a first coat of Lowe Brothers Enamel Undercoater, then apply Plax as it comes in the can. The reduction for spray application is one pint Utility Thinner to each gallon of Plax.

One gallon of Plax covers approximately 400 to 500 square feet one coat on smooth plaster walls, woodwork and metal surfaces. On more porous surfaces the coverage may range between 350 and 450 square feet per gallon.

**PAINTING SUGGESTIONS:** Do not shake Plax before application, as it may cause air bubbles which are difficult to brush out. When repainting glossy surfaces sand lightly or wash down with a solution of trisodium phosphate to provide a tooth for the finish coat. Cleaning or washing is especially desirable in the kitchen to remove cooking oils and greases before painting.

Fine enameling results usually call for sanding operations. This is especially true when the enamel is being applied to bare wood. If the wood is not mill sanded it should be sanded first with coarse sandpaper (No. 0 or finer) then finished with fine (No. 000) before applying the first coat of enamel. If mill sanded, the first sanding (with No. 000 sandpaper) should be after the priming coat has been applied. This sanding knocks off the wood fuzz and smooths the surface for final coats of paint. On curved surfaces it is better to use steel wool.

After the sanding has been completed, always remove all dust with a turpentine dampened cloth. Be sure to dust corners, cracks and crevices, as your brush may pick up dust particles and mar the surface with dust specks.



# NEPTUNITE VARNISHES

Style-Tested  
PAINT COLORS



## USE NEPTUNITE VARNISHES AS A FINISH ON THESE SURFACES:

Floors  
Furniture  
Woodwork  
Boats  
Porch Ceilings  
Station Wagons  
**or on any wood or metal  
where the natural finish  
is desired.**

**GLOSS FLOOR AND TRIM:** Neptunite Gloss Floor and Trim Varnish has an extra toughness and elasticity not ordinarily found in interior varnishes. A specially processed oil and carefully selected resins account for its paleness and resistance to wear. While it is primarily made for use on interior surfaces, it's so tough that it will outwear many exterior varnishes on exterior exposure. It will not turn white nor scratch white, and is not affected by either hot or cold water. It brushes easily and levels out to a beautiful, mirror-smooth finish. And too, Neptunite Gloss Floor and Trim Varnish rubs easily to a beautiful satin finish.

**SATIN FINISH:** Neptunite Satin Finish Varnish dries to a satiny sheen resembling a genuine rubbed varnish finish. No rubbing is required. It has a toughness and elasticity not ordinarily found in a varnish of this type and will not turn white under either hot or cold water. It retains its satin-like, rubbed varnish finish through repeated washing with ordinary soap and water. Satin Finish Varnish dries hard. It will not soften under heat of the body, and therefore, may be used safely on chairs as well as on woodwork and standing trim.

**SPAR:** Neptunite Spar Varnish is made to withstand the most severe exterior exposure. Its tough but elastic film is not affected by extreme temperature changes, fresh or salt water, and will not turn white nor scratch white. Many boat owners use it because of its extra margin of protection. It brushes easily and levels out to a smooth, high gloss finish that provides a deluxe varnish finish for interior as well as exterior surfaces. What's more, Neptunite Spar Varnish rubs easily to a mirror smooth finish like that found on the finest furniture.

**APPLICATION AND COVERAGE:** Neptunite Varnishes are made for brush application. The brush size may vary from  $2\frac{1}{2}$ " up to 4", depending on the type of work and area to be covered. Apply Neptunite Varnishes with a full brush in thin, even coats. Brush on lengthwise, then cross brush to level. Finish with the tips of the brush working from unfinished into finished area. On upright surfaces the last stroke should be vertical.

Neptunite Varnishes cover approximately 500 square feet per gallon one coat on both wood and metal surfaces.

**VARNISHING SUGGESTIONS:** Never shake varnish before using as shaking creates air bubbles which are difficult to eliminate from the finish. Remove all traces of grease, oil, wax from the surface by washing with benzine. Flick brush through the fingers to remove all dust. Neptunite Gloss Floor and Trim and Spar Varnish may be rubbed if desired. For a high luster use pumice stone and rubbing oil (not linseed oil) and for a flat satiny luster use pumice stone and water. Be careful not to cut through the finish. Use a felt pad about 3" x 5" for rubbing.

# Lowe Brothers Wood Finishes

## WOOD SEAL CLEAR

**CHARACTERISTICS:** Designed for both home and commercial users, Wood Seal Clear meets the demand for a quick drying wood sealer. It starts to penetrate immediately upon application and two coats may be applied in less than one day under normal drying conditions. Wood Seal Clear penetrates the wood fibres, thus it wears only as the wood itself wears. It seals solidly and resists abrasion. It is easy to apply and holds up well under frequent cleaning.

**APPLICATION AND COVERAGE:** Application may be made with a wide (4") paint brush or clean mop. Apply Wood Seal Clear generously as it comes in the can. After a five minute period wipe the excess from the surface with a clean cloth. Drop the cloth in water, or burn it after use to eliminate a fire hazard. Allow four hours for drying between coats.

Wood Seal Clear covers 600 to 700 square feet per gallon on most wood floors or standing trim.

**PAINTING SUGGESTIONS:** A little extra time taken in preparing the surface can make a big difference in the beauty of a floor finish. Once over with a vacuum cleaner, for example, will remove the specks of dirt that may mar a finishing job. All other foreign matter should of course be removed. A light sanding between coats will result in a smoother surface. If between coats are sanded, be sure to clean the surface again before applying another coat.

## PLAX WATER CLEAR

**CHARACTERISTICS:** Plax Water Clear has all the superior requisites desired in a transparent finish. It is a crystal-clear, non-discoloring protective finish for wood, metal and other surfaces—indoors and out. Because of its non-discoloring qualities it adds to the natural beauty of wood grain surfaces.

Plax Water Clear is made extra tough with alkyd resins. It retains a high gloss and is extremely durable. Plax Water Clear resists scuffs, abrasions and wear. Alcohol or heat will not damage its tough film.

Plax Water Clear flows easily under the brush and levels to a mirror-smooth finish. It dries quickly to a hard gloss that withstands repeated cleaning. Water spots do not turn white on a Plax Water Clear finish.

**APPLICATION AND COVERAGE:** Dip brush into can about  $\frac{1}{3}$  the brush length and remove the excess by tapping bristles against the can interior. In full brush

loads apply by "flowing on" with a minimum of brushing. Level evenly with brush tips on the final stroke.

Plax Water Clear covers approximately 500 square feet one coat on both wood and metal surfaces.

**PAINTING SUGGESTIONS:** A clean smooth surface is a *must* for finer finishing results. That means removing grease, oil, wax and dirt, followed by sanding and removal of all dust particles. Allow ample time, usually 8 hours, for Plax Water Clear to dry before applying second coat. Open grained woods should be filled before applying Plax Water Clear.

## NEPTUNITE VARNISH— SATIN FINISH

**CHARACTERISTICS:** Neptunite Satin Finish Varnish dries to a satiny sheen resembling a genuine rubbed varnish finish. No rubbing is required. It has a toughness and elasticity not ordinarily found in a varnish of this type and will not turn white under either hot or cold water. It retains its satin-like, rubbed varnish finish through repeated washing with ordinary soap and water. Satin Finish Varnish dries hard. It will not soften under heat of the body, and therefore, may be used safely on chairs as well as on woodwork and standing trim.

**APPLICATION AND COVERAGE:** Apply Neptunite Varnish with a full brush in thin, even coats. Brush on with the grain of the wood, then cross brush to level. Finish with tips of the brush, working from unfinished into finished areas. On upright surfaces the last stroke should be with an upward swing.

Neptunite Varnish covers approximately 500 square feet per gallon one coat on both wood and metal surfaces.

**VARNISHING SUGGESTIONS:** Remove all dust particles from the surface with a tack cloth before applying varnish. Use the widest brush that is convenient for the surface. Do not apply varnish with a brush previously used in paint.

## NEPTUNITE VARNISH STAIN

**CHARACTERISTICS:** A quick drying color varnish that stains and varnishes in one operation. It is an extremely versatile product, extensively used with Neptunite Ground Color in refinishing old or scarred surfaces. Very satisfactory too on new wood or metal when a varnish stain is desired. Neptunite Varnish Stain dries to a durable gloss that resists abrasion, moisture, heat and cold. It retains a clearness and depth of color tone despite hard usage.

# Lowe Brothers Wood Finishes

**APPLICATION AND COVERAGE:** Stir Neptunite Varnish Stain thoroughly and for best results apply with a brush. A practical size is a 3" varnish brush. Apply Neptunite Varnish Stain with a medium full brush and flow on evenly—brushing with the grain. Level lightly working from unfinished into finished areas. Old and worn surfaces may be renewed by first applying a coat of Neptunite Ground Color. Fill new open grain wood with Paste Wood Filler before applying Varnish Stain.

On new wood, metal and refinished work the coverage is approximately 450 square feet per gallon one coat.

**PAINTING SUGGESTIONS:** Clean the surface thoroughly. Any wax, grease, or polish remaining on the surface will lead to unsatisfactory painting results. To prevent laps with varnish stain apply to four or five boards and level the full length of the boards. Varnish Stain brushes may be easily cleaned with Utility Thinner.

## NON-FADING OIL STAIN

**CHARACTERISTICS:** A pigmented oil stain designed for use on new wood. Non-Fading Oil Stain does not raise the grain and being a non-bleeding type stain it may be applied without the danger of a later coat of paint bleeding through. It has a fast and penetrating action which brings out the beauty and strengthens the pattern of the grain in the wood.

**APPLICATION AND COVERAGE:** Non-Fading Oil Stain may be applied with a 3" to 4" brush or a cloth. Ordinarily the stain should be left on until it starts to become dull, then wiped off with a clean cloth. For lighter staining the proper effect may be secured if the excess is removed quickly after the stain is applied. If the resulting stain is not deep enough, more may be applied. When finishing new open grain woods like oak, walnut and mahogany always apply the stain before filling. Close grain woods may be stained without filling.

Non-Fading Oil Stain covers between 700 and 900 square feet per gallon one coat depending on surface conditions.

**PAINTING SUGGESTIONS:** Before staining large areas apply stain to wood samples and determine the length of time required to secure the depth of stain desired. For a finish over oil stain use one or more coats of Neptunite Varnish or wax. If wax is used apply a thin coat of shellac over the stain before waxing. For touching up scratches or marred spots dampen a cloth with Non-Fading Oil Stain and apply by rubbing.

## PASTE WOOD FILLER

**CHARACTERISTICS:** A natural color, heavy paste wood filler for open grain woods. Lowe Brothers Paste Wood Filler thins out quickly to the proper consistency with Utility Thinner or turpentine. It smooths the surface by filling the wood pores and fine cracks between boards. Paste Wood Filler will not shrink, loosen or disintegrate, and a light, quick sanding assures a perfect surface for the finishing coats.

**APPLICATION AND COVERAGE:** Paste Wood Filler works so easily that a 4" or 4½" varnish brush or rag may be used for application. The purpose of Paste Wood Filler is to fill the grain and not to provide a surface coating—thus the excess must be removed. This is accomplished with a rag, first wiping across the grain, then with the grain just as the filler begins to lose its gloss.

Lowe Brothers Paste Wood Filler reduced as directed on the can label covers approximately 1,000 square feet per gallon one coat.

**PAINTING SUGGESTIONS:** It is wise to sand the filled surface lightly in order to remove all particles of filler that may be left on the surfaces—otherwise these particles may show up as dirt in the finishing coat. Avoid covering too large an area with paste wood filler as it may become too hard for easy removal.

## FLOOR SEAL CLEAR V-2481

**CHARACTERISTICS:** Designed for both home and commercial users, Floor Seal Clear V-2481 meets the demand for a quick drying floor sealer. It starts to penetrate immediately upon application and two coats may be applied in less than one day under normal drying conditions. Floor Seal Clear V-2481 penetrates the wood fibres, thus it wears only as the wood itself wears.

**APPLICATION AND COVERAGE:** Application may be Floor Seal Clear V-2481 generously as it comes in the can. After a five minute period wipe the excess from the surface with a clean cloth. Allow four hours for drying.

Floor Seal Clear covers from 600 to 700 square feet per gallon on most wood floors or standing trim.

**PAINTING SUGGESTIONS:** See suggestions under Wood Seal Clear.

# THERE IS A LOWE BROTHERS PRO



## ALUMINUM PAINT (Ready Mixed)

**CHARACTERISTICS:** A high quality aluminum paint made with an extremely fine powdered aluminum and specially designed liquid. It has good leafing qualities and covers in one coat. Aluminum Paint (Ready Mixed) flows on freely and dries to a bright, elastic finish that is non-flaking. It has excellent weather resisting qualities and is widely used for structural steel, tanks, bridges, stacks, roofs and similar surfaces.

**APPLICATION AND COVERAGE:** Stir Aluminum Paint Ready Mixed until it is uniform in consistency. It may be applied by brush or spray. For most surfaces a  $2\frac{1}{2}$ " to  $3\frac{1}{2}$ " varnish brush is best. Apply Aluminum Paint freely with long, even strokes. Level lightly by brushing from unpainted into painted areas. For spray application add one-half to three-fourths pint of Utility Thinner or turpentine per gallon.

The coverage rate of Aluminum Paint depends on the texture and porosity of surface. On brick and stucco the coverage ranges from 300 to 500 square feet; on new or repainted wood from 500 to 600 square feet, and on metal, plaster walls and wallboard from 600 to 700 square feet per gallon one coat.

**PAINTING SUGGESTIONS:** All aluminum paints should be stirred every five to ten minutes during the painting process to assure uniform aluminum particle suspension.

## BLACK ASPHALTUM

**CHARACTERISTICS:** A quick drying, varnish type material made from high melting asphalt gums. Black Asphaltum brushes with ease and flows out free of ridges or brush marks. It dries to a hard, long-lasting finish and has unusual elasticity and good gloss. Black Asphaltum withstands heat up to 400 degrees and is weather resistant. It is an economical finish, for it provides good protection at low material cost.

**APPLICATION AND COVERAGE:** Stir Black Asphaltum thoroughly until uniform in consistency. It may then be applied by brush or spray. A  $2\frac{1}{2}$ " or 3" varnish brush should be used. Apply Black Asphaltum with a full brush and flow on with a minimum of brushing. To spray add one-half pint of Utility Thinner to each gallon used.

On smooth metal surfaces it covers approximately 300 square feet per gallon one coat.

**PAINTING SUGGESTIONS:** Remove all paint scale and sand surface before painting. Before painting over metal be sure that the surface is free of rust. Do not paint when dust is blowing and insects are numerous. When painting open grill work apply with a medium full brush to avoid drips.

## CLEANER

**CHARACTERISTICS:** An excellent all purpose household cleaner in paste form. Recommended for cleaning painted, enameled, varnished, lacquered and porcelain surfaces. Lowe Brothers Cleaner dissolves heavy films of dirt and grease quickly and easily. Requires no hard scrubbing. Will not injure the hands and contains no abrasive to mar the surface. It has a pleasing odor and will not turn rancid or harden in the container.

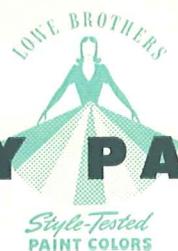
**APPLICATION AND COVERAGE:** Surfaces may be cleaned by using a cloth or sponge to apply the cleaner. Dampen cloth or sponge and apply cleaner using a light, rubbing motion. Clean limited areas—not over 3 square feet at a time. Remove cleaner with a clean, damp cloth. To make sure that all cleaner is removed a second rinsing is desirable. After rinsing wipe the surface with a dry cloth. Walls and floors may also be cleaned by using the cleaner in liquid form which may be made by dissolving one-half cup of cleaner in a pail of water.

**CLEANING SUGGESTIONS:** Start cleaning wall areas at the bottom and work upward to avoid streaking of the surface. Better cleaning results are assured if rinse water is changed frequently.

## CHROME-LUSTER

**CHARACTERISTICS:** A high grade aluminum finish of gleaming, chrome-like appearance. It is made ready to use. Chrome-Luster flows on smoothly and will not lose its brilliance. It is moisture resistant and one coat is usually sufficient on most surfaces. A durable and decorative finish for bicycles, auto bumpers and other interior and small exterior surfaces of wood or metal.

**APPLICATION AND COVERAGE:** Stir Chrome-Luster thoroughly before application. Chrome-Luster may be applied by brush or spray. Brush size may range from 1" on small areas to 4" on larger areas. Apply Chrome-



# DUCT FOR EVERY PAINTING NEED

Luster generously and allow to flow out from brush. To spray Chrome-Luster add one pint of Utility Thinner to each gallon used and adjust spray equipment.

Chrome-Luster covers approximately 650 square feet per gallon one coat on smooth wood or metal surfaces.

**PAINTING SUGGESTIONS:** Stir Chrome-Luster frequently while in use. Keep lid on container tightly closed when not in use.

## CEMENT & STUCCO PRIMER

**CHARACTERISTICS:** A specially processed rubber base primer for interior or exterior cement, cinder block, brick and similar surfaces. Cement and Stucco Primer may be used on dry, newly laid cement as it will not saponify. It is resistant to the action of alkali which very frequently causes ordinary primers to fail. It seals the surface against moisture and levels out well. Dries so fast that finishing coats may be applied in six to eight hours. Cement and Stucco Primer will not blister or soften when submerged in water. For very finest finishing results on interior or exterior floors follow with a finishing coat of Plax-Cote.

**APPLICATION AND COVERAGE:** Stir until uniform in consistency. Apply with a good brush or spray. Apply generously and flow out with long even strokes. For spraying add no more than one-half pint of thinner to each gallon of primer. Always clean the brush with Cement and Stucco Primer Thinner V-925 before and after painting—whether the brush is new or old.

Cement and Stucco Primer Grey 584 covers between 200 and 250 square feet per gallon on smooth cement, and less on porous cement, cinder block and similar surfaces, depending on their porosity.

**PAINTING SUGGESTIONS:** All cement surfaces must be dry before painting. Extremely smooth cement surfaces should be etched with a 12% muriatic acid solution (two quarts of water to one quart of muriatic acid) to provide a "tooth" for painting. Allow the solution to remain on the surface about five minutes and then rinse off with clear cold water. If thinning is necessary, use *only* Cement and Stucco Primer Thinner V-925. Mineral Spirits or turpentine thinner will not work in the Primer. Be sure to clean brushes with Cement and Stucco Primer Thinner before and after painting. Provide good ventilation and keep away from open flame or sparks while in use.

## CEMENT AND STUCCO PRIMER THINNER

**CHARACTERISTICS:** A clear liquid for use as a thinner and cleaner. Designed expressly as a companion product for Cement and Stucco Primer Grey 584. Because it is a fast acting solvent it assures unusually quick results in cleaning brushes, especially before and after use in Cement and Stucco Primer Grey. Fast acting too, in thinning Cement and Stucco Primer Grey 584.

**APPLICATION AND COVERAGE:** The use of Cement and Stucco Primer Thinner should be very sparingly, and only when necessary. Generally a teaspoon or tablespoon to a gallon would be sufficient. Mix thoroughly when added to Cement and Stucco Primer.

**PAINTING SUGGESTIONS:** Every consumer sale of Cement and Stucco Primer Grey should be accompanied by a sale of a quart or more of Cement and Stucco Primer Thinner. Clean brushes immediately after use with the thinner as they are extremely hard to clean once the primer begins to set. Brushes should not stand in this thinner for long periods of time.

## CHALKBOARD SLATING

**CHARACTERISTICS:** A dull, smooth finish for use on wood, hard, smooth plaster, metal or paper. Chalkboard Slating flows on easily and levels evenly free of brush marks. It dries with a very fine "tooth" finish that provides an excellent writing surface. Chalk marks on Chalkboard Slating are easily erased. Furthermore, repeated cleaning will not harm the surface.

**APPLICATION AND COVERAGE:** Stir Chalkboard Slating until it has an even consistency. Either brush or spray may be used for application. A 3" varnish brush works satisfactorily for most areas. Apply Chalkboard Slating with a full brush. Level lightly and finish with a vertical stroke on upright surfaces. When applied by spray add one pint of Utility Thinner to each gallon of Chalkboard Slating. For best results two or three coats are recommended.

On smooth surfaces Chalkboard Slating covers approximately 600 square feet per gallon one coat.

**PAINTING SUGGESTIONS:** Dust specks are undesirable on a blackboard finish. Avoid this by cleaning the room several hours before painting, then clean the board surface before painting. Good ventilation is desirable.

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## MISCELLANEOUS PRODUCTS

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### DERBY RED BARN PAINT

**CHARACTERISTICS:** Derby Red Barn Paint is designed expressly for barns, outbuildings, warehouses and similar structures where an inexpensive, red paint of good quality is desired. It is a semi-paste, and when the necessary amount of linseed oil is added to Derby Red the result is a product of low cost, yet with all the advantages of good hiding, coverage and long wear. Derby Red is non-fading and will not bleed through when lighter colors are applied over it.

**APPLICATION AND COVERAGE:** Derby Red requires thorough stirring to a uniform consistency. Application may be made by brush or a spray. On most areas a 4" bristle brush should be used. Apply Derby Red with a full brush and brush out thoroughly. When Derby Red is to be applied by spray reduce according to label directions, then add one pint of Utility Thinner to each gallon used.

Derby Red covers between 300 to 500 square feet per gallon one coat on wood, cement, brick and porous weathered surfaces. On primed wood and metal the coverage is about 600 square feet per gallon, one coat.

**PAINTING SUGGESTIONS:** Scrape off all loose paint before repainting. Seal knots and pitchy places with shellac. Never paint in cold, damp, foggy weather. Temperatures should be above 50 degrees. Stir paint thoroughly and pour back and forth from one container to another several times to assure good mixing.

### ENAMEL UNDERCOATING

**CHARACTERISTICS:** An excellent primer for use under any enamel where the finest enameling results are desired. It not only seals the surface and stops absorption of finishing coats, but also serves as a level first coat of paint. Possessing excellent working properties, Enamel Undercoating brushes easily and flows out to a smooth finish free of brush marks. It retains a wet edge up to fifteen minutes, and does not develop sags or runs even on standing areas. Due to its uniform smoothness sanding between coats is unnecessary. For finest results the surface should be given a light sanding before the finishing coat of enamel is applied.

**APPLICATION AND COVERAGE:** Stir Enamel Undercoating until uniform in consistency. Enameling Undercoating is made for brush application only. A 3" varnish brush will prove satisfactory on most areas. Apply Enamel Undercoating generously. On upright areas level with

a light upward stroke. On new wood prime according to label directions.

On most wood, metal or sealed plaster surfaces the coverage ranges up to 500 square feet per gallon one coat. More porous surfaces absorb more paint.

**PAINTING SUGGESTIONS:** For the finest enameling results always use Lowe Brothers Enamel Undercoating followed by a coat of Plax. When painting tables or chairs turn them upside down and finish legs first. Then turn them upright to complete top parts.

### FLAT BLACK

**CHARACTERISTICS:** A flat black paint of unusual durability for use as a decorative or utility finish. Flat Black hides in one coat and its easy brushing and leveling qualities assure finer painting results. It is an excellent finish for picture frames, ornamental iron, hardware and andirons. Also suitable for cameras and dark room equipment, as its perfect matte finish has no glare.

**APPLICATION AND COVERAGE:** Stir Flat Black thoroughly before application. Apply Flat Black with a varnish-type brush and flow on generously. Level by light brushing, working from unfinished into finished areas.

Flat Black covers smooth wood and iron surfaces at the rate of approximately 700 square feet per gallon one coat. Old wood surfaces usually require about one gallon per coat for 600 square feet.

**PAINTING SUGGESTIONS:** Keep dust to a minimum while applying Flat Black. Always dust after sanding. Wipe the surface with a cloth dampened with thinner or turpentine to remove minute dust particles.

### IRON ENAMEL

**CHARACTERISTICS:** An elastic, quick drying, jet black enamel for metal surfaces. It is an inexpensive finish made to withstand heat up to 300 degrees and is therefore suited for use on grate fronts, registers and similar metal surfaces. Iron Enamel has good durability and prevents rust. On most surfaces only one coat is required. It flows on evenly and dries to a pleasing luster that is extremely serviceable.

**APPLICATION AND COVERAGE:** A complete thorough stirring is required before application. Apply Iron Enamel with a 2" or 2½" brush or, spray by adding one pint Utility Thinner to one gallon of Iron Enamel.

On metal surfaces, Iron Enamel covers approximately 700 square feet per gallon one coat.

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## MISCELLANEOUS PRODUCTS

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**PAINTING SUGGESTIONS:** Do not set can on hot stove or near an open flame. When used on any surface subjected to heat allow Iron Enamel to dry thoroughly before fire is rekindled.

### JAPAN DRIER

**CHARACTERISTICS:** A high quality drying agent for use when necessary to hasten the drying of linseed oil paints. The products to which it is added in proper amounts will dry uniformly and completely. It is a strong drier and only a half-pint need be added to a gallon of linseed oil.

**PAINTING SUGGESTIONS:** Extra caution should be used with driers, as the addition of too much Japan Drier may retard the drying of the paint film. All Lowe Brothers paint products which require Japan Drier are made with the correct amount embodied in them, thus the addition of drier is unnecessary.

### LACQUER THINNER

**CHARACTERISTICS:** A well balanced Lacquer Thinner that assures rapid evaporation for speed in drying, without impairing the leveling quality. Because it is a fast-acting solvent, it is preferred as a cleaner for brush and spray equipment. Its odor is non-offensive. It may be used effectively as a spot remover on non-synthetic fabrics.

**PAINTING SUGGESTIONS:** When used as a thinner in lacquer products, follow specific instructions on product label. Exercise extreme care when using Lacquer Thinner especially when near open flames. Avoid repeated contact with the skin; always use in well ventilated areas.

### METALCOTE

**CHARACTERISTICS:** Designed as a protective coating for both interior and exterior metal surfaces. Metalcote flows on evenly and levels smoothly. Its durable, elastic film expands and contracts with the metal and thus assures long lasting protection. It is not affected by normal changes in atmospheric conditions. A very serviceable finish for metal tanks, roofs, fire escapes and similar surfaces.

**APPLICATION AND COVERAGE:** Stir Metalcote to a uniform consistency. Metalcote may be applied by brush or spray. Brush size may range from 2" to 4" depending on the structure and surface. Apply Metalcote generously and brush it well. To apply by spray, reduce each gallon used with one pint of Utility Thinner.

On metal surfaces Metalcote covers 600 to 800 square feet per gallon one coat.

**PAINTING SUGGESTIONS:** On metal surfaces remove all loose paint and sand, then prime bare spots with Metalcote Primer. Apply finish coat. Allow new galvanized metal surfaces to weather approximately six months before painting. All grease, wax and oil must be removed from the surface, otherwise the paint may not adhere.

### METALCOTE GRAPHITE

**CHARACTERISTICS:** A dark gray metal paint made of Graphite has good durability and resistance to weather. It flows on evenly and dries to a medium gloss. Excellent for steel beams and similar surfaces.

**APPLICATION AND COVERAGE:** First stir Metalcote Graphite to a uniform consistency. Application may then be made by brush or spray. For general use a 3" or 3½" bristle brush is most satisfactory. To spray Metalcote Graphite reduce with one pint of Utility Thinner.

On new wood or metal the coverage ranges up to 700 square feet per gallon, while on porous wood surfaces the coverage is about 500 square feet per gallon one coat.

**PAINTING SUGGESTIONS:** A clean, dry surface is essential to good painting results. Wire brush or sand off loose rust, dirt and grease, otherwise rust may form under the paint film and cause paint failure.

### METALCOTE PRIMER

**CHARACTERISTICS:** A thorough sealing primer for all new galvanized iron, steel and aluminum surfaces, interior and exterior. Metalcote Primer seals and covers minute surface pores in metal and provides a perfect base for the finish coat. It has good adhesion and excellent rust inhibiting qualities. It flows on easily and dries to a hard, flat finish that seldom requires sanding.

**APPLICATION AND COVERAGE:** After thorough stirring application may be made by brush or spray. A 3" bristle brush is practical for most areas. For spray application add one-half to one pint of Utility Thinner to each gallon of Primer.

Coverage on metal surfaces is approximately 600 square feet per gallon one coat.

**PAINTING SUGGESTIONS:** Always follow Metalcote Primer with a finish coat of Metalcote or other paint depending on the finish desired. All new galvanized iron surfaces must be primed with Metalcote Primer to prevent scaling of the finish coat.

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## MISCELLANEOUS PRODUCTS

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### MASTER OIL

**CHARACTERISTICS:** A transparent re-inforcing oil-type liquid designed as a multi-purpose sealer and vehicle. Master Oil mixes quickly and readily with other paint products. Because of its compatibility with other paint products, Master Oil can be converted for use as a wall size on plaster, wallboard and other similar surfaces. It can also be used as a clear sealer on wood floors, metal and masonry surfaces, because it penetrates and seals thoroughly. Master Oil can be readily adopted for use in preparing bronzing and glazing liquids and stains. It glides smoothly under the brush and leaves no brush marks. Gives extra strength and durability to paint films. It prevents alkali hot spots and minimizes lap marks. Master Oil retains a gloss under normal wear. It may be used on interior surfaces with lasting results.

**APPLICATION AND COVERAGE:** After mixing Master Oil thoroughly with other paint products, apply the same as other paint finishes. When used as a clear sealer, dip brush in about  $\frac{1}{3}$  the bristle length and apply generously. Flow on evenly and smooth with light brush strokes. On smooth wood and metal surfaces Master Oil covers from 400 to 500 square feet per gallon one coat. On porous surfaces the coverage is somewhat lower.

**PAINTING SUGGESTIONS:** For best results follow label direction for this product. When not in use, keep the cover tightly closed.

### MILDEW RESISTANT ADDITIVE

**CHARACTERISTICS:** A mildew retarding liquid which, when added to paint, varnish or enamel, produces a mildew-resistant finish. Disperses quickly into paint products and retards the growth and development of mildew spores.

**APPLICATION:** Mildew Resistant Additive should be added directly to the paint just prior to application. Generally two to four ounces of additive to a gallon of paint will be sufficient, depending upon the degree of spore growth. Mix thoroughly into the paint and apply with a clean brush according to directions.

**PAINTING SUGGESTIONS:** Surfaces badly mildewed should be washed thoroughly with a soap and a trisodium phosphate solution. Scrub the surface well with stiff brush. After five to ten minutes rinse surface thoroughly with clean water. Allow at least 48 hours of good drying weather before application of paint. CAUTION—Mildew Resistant Additive is toxic—follow label directions very carefully.

### MELLOTONE GLAZING LIQUID

**CHARACTERISTICS:** A light, natural tone liquid for glazing or antiquing walls, woodwork or furniture. Mellotone Glazing Liquid mixes and blends quickly with Lowe Brothers Tinting Colors or Paste Colors in Oil to almost any color desired. Many different artistic decorating effects may be secured after the Glazing Liquid has been applied by working over it with sponge, paper, rag or brush. It flows out evenly and dries slowly enough to permit working large areas. Mellotone Glazing Liquid dries to a very soft sheen, and dust and dirt do not readily cling to its smooth surface.

**APPLICATION AND COVERAGE:** Apply Mellotone Glazing Liquid with a 4" flat wall brush and brush out evenly over a normal "stretch" area. It is common practice to "break up" the glazed surface by going over it with a brush, rag, sponge, paper, or glazing tool. The type of finish desired naturally determines the material used. The "break up" operation must be done before the Glazing Liquid sets. See directions on the can label.

On rough textured surfaces such as sand finished walls, the coverage is approximately 500 square feet per gallon, and on smooth wood, metal and plaster the coverage ranges up to 600 square feet per gallon one coat.

**PAINTING SUGGESTIONS:** Renew rag or paper used to make the pattern desired frequently to prevent smearing. Glazed walls may be coated with a starch or buttermilk solution when dry. Dissolve two tablespoons of starch in one cup of cold water then add about seven cups of boiling water over it, stirring constantly to prevent the starch from getting lumpy. Buttermilk may be used instead of starch.

### NEPTOSEAL

**CHARACTERISTICS:** A semi-pigmented sealer and surfer of highest quality for wood, plaster and wallboard. Neptoseal is economical to use as it fills, primes and seals with one easy application. It is an excellent surfer or sealer for final protective coats of paint, varnish or enamel. Neptoseal dries to a smooth, flat finish and a light sanding will provide a perfect surface for finishing coats. It may be used with very good results on both open or close grain wood floors or standing trim. Since Neptoseal stops absorption of finishing coats, it reduces new wood painting cost.

**APPLICATION AND COVERAGE:** Made for brushing application only. Use a 3" or  $3\frac{1}{2}$ " bristle brush and apply Neptoseal freely.

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## MISCELLANEOUS PRODUCTS

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On sand plaster and wallboard surfaces Neptoseal covers from 350 to 450 square feet per gallon, while on smooth plaster and wood the coverage varies between 500 and 600 square feet per gallon one coat.

**PAINTING SUGGESTIONS:** Neptoseal makes possible the easy removal of wood fuzz which sometimes mars the beauty of the finish on two coat work. As Neptoseal dries it raises this fuzz which is easily removed with three or four strokes of sandpaper. For finest work, sand the surface slightly before applying finishing coats.

### ONE PLUS ONE

**CHARACTERISTICS:** One Plus One is a semi-paste paint which requires the addition of one gallon of linseed oil to one gallon of paint. The result is a good, economical paint. It provides lasting protection as it has good hiding, coverage and durability. One Plus One contains the right amount of drier for the additional oil. It may be tinted with Lowe Brothers Tinting Color to almost any color desired. A very serviceable finish for houses, barns, fences and other exterior surfaces.

**APPLICATION AND COVERAGE:** After thorough stirring One Plus One may be applied by brush or spray. Use a  $3\frac{1}{2}$ " or 4" bristle brush for application. Apply One Plus One with a full brush and brush *thoroughly*. For spray application reduce in the ratio of one-half to one pint of Utility Thinner to each gallon of thinned paste.

The coverage of One Plus One will range between 400 to 550 square feet per gallon one coat. The spreading rate on new wood surfaces falls in the upper range, while porous surfaces fall in the lower range. This coverage applies after the semi-paste has been thinned with one gallon of linseed oil.

**PAINTING SUGGESTIONS:** Remove all loose paint, dirt and scales from the surface. Never paint in damp, cold or foggy weather. Follow the sun around the building in your painting program. Brush all coats thoroughly.

### PAINT AND VARNISH REMOVER V-921

**CHARACTERISTICS:** A powerful, liquid solvent for removing paint, enamel, varnish and lacquer. A heavy coat of Lowe Brothers Paint and Varnish Remover will penetrate through several coats of paint regardless of their age. It contains no greasy waxes, therefore, it requires no after washing with neutralizing agents, and being non-inflammable it eliminates fire hazards. It will not injure metal or the finest wood or veneer. Stays wet long enough to permit rapid removal of the old paint film.

**APPLICATION AND COVERAGE:** Apply Paint and Varnish Remover freely with a  $2\frac{1}{2}$ " to  $3\frac{1}{2}$ " varnish brush. A heavy coat especially on thick coated surfaces is best. Allow sufficient time for complete softening. This may be ten minutes or longer, with the time depending upon the age, type and number of coats to be removed. Remove softened film with a scrapper or putty knife and wipe the surface dry with a clean cloth. A light sanding is all that is required before the refinishing is started.

**REMOVER SUGGESTIONS:** Use Paint and Varnish Remover only in a well ventilated room. Test the Remover at various time intervals to see if you can remove the finish down to the bare wood. If not, allow the Remover to complete its softening action a little longer. It is sometimes necessary to apply additional coats of Remover in order to penetrate to the bottom of the old finish. Avoid unnecessary contact with the hands and wash hands with soap and water after using. Be sure the surface is free from all grease, as the smallest amount will affect the drying. Clean brush with lacquer thinner.

### PAINT AND VARNISH REMOVER V-919

**CHARACTERISTICS:** A fast penetrating liquid for removing paint, varnish, lacquer and similar coatings. Paint and Varnish Remover V-919 flows out evenly and penetrates paint films regardless of their age. It will not injure metal or the finest wood or veneer. Surfaces cleaned with V-919 must be washed with a neutralizing agent after use. Being inflammable, it should not be exposed or used near an open flame, a superheated surface or live sparks.

**APPLICATION AND COVERAGE:** Apply freely with a brush and allow to remain on the surface, without further brushing, from ten minutes to one hour, depending on the thickness of the film to be removed. If the first coat does not soften the film thoroughly, apply a second coat before removing the film. When the film is thoroughly softened remove it with a scrapper or putty knife. Then wash repeatedly with Utility Thinner, naptha or benzine and wipe thoroughly with clean cloths.

**REMOVER SUGGESTIONS:** Use Paint and Varnish Remover only in a well ventilated room. Care should be taken to avoid unnecessary contact with the hands. After using Paint and Varnish Remover, wash the hands thoroughly with soap and water.

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## MISCELLANEOUS PRODUCTS

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### RICH-TONE SHINGLE STAIN

**CHARACTERISTICS:** A durable pigment stain in liquid form for shingles and rough sawed siding. It is made of pure pigments and specially developed penetrating and preserving oils. Rich-Tone Shingle Stain penetrates into and seals the surfaces of singles and keeps out decay-starting moisture. It is unusually durable and wears exceedingly well.

An excellent white shingle stain with high hiding can be made by thinning High Standard House Paint White in the proportion of one gallon of turpentine or painter's naphtha to one gallon of paint.

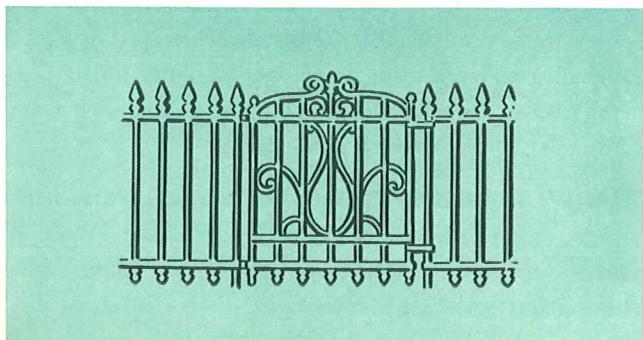
**APPLICATION AND COVERAGE:** Stir well before using. Rich-Tone Shingle Stain may be applied with a  $3\frac{1}{2}$ " or 4" bristle brush or by dipping. Dipping is especially desirable when new shingles are being laid. The shingles are dipped two-thirds their length into stain, allowed to drain and piled loosely to dry. Apply the second coat by brush after the shingles are laid.

For the dipping method, two and three-fourths to three and one-fourth gallons of stain are required for each 1000 shingles. Rich-Tone Shingle Stain covers approximately 100 square feet two coats when brushed on after shingles have been laid. White Stain must always be brushed on.

**PAINTING SUGGESTIONS:** Be sure the shingles are dry before staining. Keep stain well stirred during staining process. Always mix enough stain to complete a whole section. A short bristle brush permits better application on the butt and side of shingles after they have been laid.

### RED LEAD PRESERVATIVE

**CHARACTERISTICS:** A red lead oil type primer for new metal surfaces—interior and exterior. Red Lead Preservative has an elastic, durable film that prevents rust and holds tight to metal surfaces. It supplies a perfect base for finishing coats of paint and will not crack or



check with natural expansion or contraction of metal. For bridges, tanks, metal beams and similar surfaces.

**APPLICATION AND COVERAGE:** Red Lead Preservative may be applied by brush or spray. A 3" to 4" bristle brush is a practical size. Stir Red Lead Preservative thoroughly, apply with a full brush and level evenly. For spray application reduce in the proportion of one pint Utility Thinner to each gallon of primer.

Covers approximately 500 square feet per gallon one coat on smooth metal surfaces.

**PAINTING SUGGESTIONS:** Any rust or scale accumulation must first be removed. A thin, even coat of Red Lead Preservative is just as effective in priming as a heavy coat. Expensive cleaning operations may be eliminated by protecting structural steel with Red Lead Preservative as soon after fabrication as possible.

### SASH BLACK

**CHARACTERISTICS:** Sash Black is an enamel-type product designed for painting exterior window sashes. It is made to cut a sharp edge, thus reduces clean-up time. Sash Black has very easy working properties for an exterior finish of this kind. It levels evenly free of brush marks and covers solidly. Dries overnight to a pleasing luster that withstands extreme weather.

**APPLICATION AND COVERAGE:** Stir Sash Black thoroughly before application. Use a  $1\frac{1}{2}$ " or 2" chisel-type sash tool. Apply Sash Black with a medium full brush, and brush away from the corner of each sash.

Sash Black covers 600 to 700 square feet per gallon one coat. One quart is enough to finish the sash on the average six room house.

**PAINTING SUGGESTIONS:** Remove all loose paint and blisters and spot prime bare wood. While Sash Black cuts a sharp edge some painters may prefer to use a metal shield or masking tape to prevent overlapping onto the glass area. Soon after finishing move each sash up and down to prevent sticking. Paint top and bottom of sash to keep out moisture.

### SCREEN ENAMEL

**CHARACTERISTICS:** A first quality black enamel for both wire mesh and screen frames—wood or metal. Lowe Brothers Screen Enamel will not clog the mesh, yet is heavy enough in body to provide durable protection to wood or metal frames. One coat is ordinarily sufficient.

**APPLICATION AND COVERAGE:** Stir well before application. Screen Enamel may be applied with either

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## MISCELLANEOUS PRODUCTS

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brush or screen paint applicator. While the use of a pad or applicator in painting the wire mesh may be easier for some people, the brush is more satisfactory for both mesh and frame. Paint both sides of screen and be sure of covering all surfaces of the wire mesh.

The coverage of Screen Enamel is 450 to 550 square feet per gallon for frame areas and on mesh area about 500 square feet per gallon one coat. One quart covers about eight average size screens and frames both sides.

**PAINTING SUGGESTIONS:** Lay screens on boxes or horses to facilitate faster and easier application. Brush or rub in all directions to assure covering all the mesh surfaces. If pad or applicator is used work paint from pie pan or similar flat receptacle.

### SHELLAC

**CHARACTERISTICS:** A pure gum shellac for sealing all wood surfaces, Lowe Brothers Shellac contains no rosin adulterants. It is made from only the purest gum and denatured alcohol. The four pound cut is packaged in five gallons and one gallon sizes. The three pound cut is packaged in quart, pint and one-half pint sizes.

**APPLICATION AND COVERAGE:** Lowe Brothers Shellac sets up in just a few minutes, thus must be worked rapidly. Brush in the direction of the grain and smooth out with as few strokes as possible to avoid laps.

Lowe Brothers Shellac covers between 350 and 500 square feet per gallon one coat on new surfaces.

**PAINTING SUGGESTIONS:** Shellac is widely used to seal knots and pitchy places in lumber. Its use on knots in new lumber will seal the surface and prevent rosin from bleeding through the finish coat. It is excellent for use over a bleeding stain. Shellac may become brittle, thus it should not be used as a varnish undercoat.

### STANDARD BARN PAINT

**CHARACTERISTICS:** A ready-mixed paint for use when the best possible barn paint protection is desired. The perfect balance of high quality pigments and oils have given it ease of brushing, good covering capacity, excellent hiding and unusual durability. Being a non-bleeding paint it may be repainted with white or lighter colors without danger of the color bleeding through.

**APPLICATION AND COVERAGE:** Stir until uniform in consistency. Standard Barn Paint may be applied by brush or spray. Use a 4" bristle brush and brush out thoroughly, working from unfinished into finished areas. New galvanized areas should be primed with Metalcote

Primer followed by Standard Barn as a finish coat. For spray application each gallon of Standard Barn Paint should be reduced with one pint of Utility Thinner and the spray equipment adjusted accordingly.

On new or old wood surfaces in good condition Standard Barn Paint coverage ranges between 400 to 600 square feet per gallon one coat. Porous weather beaten surfaces will naturally absorb more paint. On metal surfaces coverage is approximately 600 square feet per gallon and on cement from 300 to 500 square feet per gallon one coat.

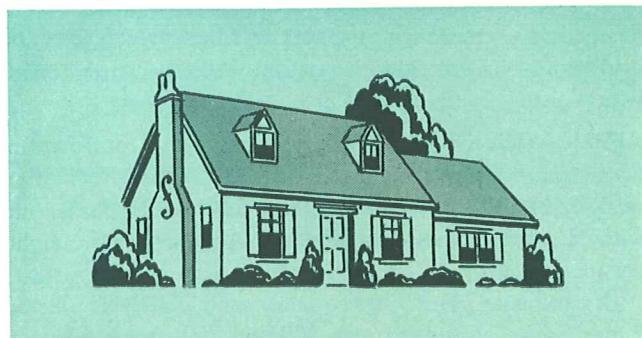
**PAINTING SUGGESTIONS:** Clean the surface thoroughly. Repair all places where moisture could enter and cause damage. End seal all surfaces that contact the ground. Scrape off all loose paint and spot prime before applying finishing coats.

### STUCCO AND BRICK PAINT

**CHARACTERISTICS:** Stucco and Brick Paint is outstanding as a masonry finish because it is extremely resistant to moisture. It covers and seals the surface solidly, thereby minimizing crumbling and absorption of moisture. Stucco and Brick Paint does not become transparent or discolor in the rain. Furthermore, the surface keeps bright and clean as it is self-cleaning. The greater coverage and longer lasting features of Stucco and Brick Paint mean economical as well as dependable painting results.

**APPLICATION AND COVERAGE:** Stir until uniform in consistency. Use a 3½" or 4" Stucco brush or spray for application. Apply Stucco and Brick Paint with a full brush and brush thoroughly. For best results in two-coat painting apply High Standard Primer as a first coat followed by Stucco and Brick Paint. For spray application reduce Stucco and Brick Paint with one pint of Utility Thinner to each gallon of paint used.

One gallon of Stucco and Brick Paint covers between 200 and 400 square feet per gallon one coat, depending on the porosity of the surface.



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## MISCELLANEOUS PRODUCTS

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**PAINTING SUGGESTIONS:** Never paint over a damp surface as blisters may form and cause peeling. Allow new stucco or cement to age at least six months before painting. Wire brush the surface to remove all loose particles. Replace loose stucco, fill cracks and make any other repairs necessary before painting to prevent the entrance of moisture. Brush all coats in well, filling all holes and pores so water cannot enter to cause paint failure.

### SURFACE CONDITIONER V-905

**CHARACTERISTICS:** A clear, non-abrasive liquid that greatly simplifies the work of preparing glossy, enameled or varnished surfaces for refinishing. Dulls glossy surfaces momentarily, and creates a slight tackiness to which the new finish will adhere firmly without crawling. Levels old brush marks and removes wax and polish. It eliminates the need of surface sanding; and quickly cleans soiled areas for finer finishing results.

**APPLICATION AND COVERAGE:** Dampen a cloth with Surface Conditioner and wipe firmly over the glossy surface just before the paint is applied. Another procedure is the addition of not over one-quarter pint of Surface Conditioner to each gallon of paint. Apply Surface Conditioner by brush too. Apply in thin even coats for best results.

**PAINTING SUGGESTIONS:** Do not use Surface Conditioner on new finishes or between coats, as it may soften and lift a new film. Do not apply too liberally and use on old surfaces only. Always follow label directions carefully.

### SUPER SEALER

**CHARACTERISTICS:** A pigmented sealer for interior walls of plaster, cement, stucco, brick, wallboard and other porous surfaces. Super Sealer serves a two-fold purpose as it not only seals the surface, but serves as the first coat of paint as well. Its solid uniform sealing property makes possible fine painting results with only one finish coat. Thus it reduces both material and labor cost. Super Sealer has a resistance to alkali and lime which permits it to be applied to temporary damp walls. It can be tinted with Tinting Colors to match the finishing coat.

**APPLICATION AND COVERAGE:** Stir until uniform in consistency. Apply Super Sealer with a  $3\frac{1}{2}$ " or 4" flat wall brush. Use a full brush and flow Super Sealer on with a semi-circular movement and level with light vertical strokes.

On cement, brick, stucco and sand finished plaster Super Sealer covers between 300 and 450 square feet per

gallon and on smooth finish plaster up to 500 square feet per gallon one coat.

**PAINTING SUGGESTIONS:** Large cracks in plastered walls should be undercut and filled with plaster or spachtle before painting. Counter sink nail heads on a wallboard surface and fill the depressions with plaster.

### SPECIFICATION VARNISH

**CHARACTERISTICS:** An all purpose varnish for interior or exterior surfaces. It is designed for painters who require a medium price varnish of good quality for less expensive work. Specification Varnish is light in color, full bodied and has easy working, smooth leveling and quick drying features. It provides a durable, full gloss finish that may be rubbed if desired.

**APPLICATION AND COVERAGE:** A  $2\frac{1}{2}$ " to  $3\frac{1}{2}$ " varnish brush will suffice for most surfaces. Apply Specification Varnish with a full brush, cross brush, then smooth evenly with light strokes in the original direction. On upright surfaces finish with vertical strokes.

The coverage for both wood and metal surfaces is approximately 500 square feet per gallon one coat.

**PAINTING SUGGESTIONS:** Brushes used for painting should never be used for varnishing, as they may contain paint particles that will speck the varnish finish. Good ventilation is essential and the weather should be dry and clear during the varnishing process. Temperatures ranging from 60 to 90 degrees are best for varnishing.

### TRACTOR and IMPLEMENT

#### PAINT

**CHARACTERISTICS:** A tough enamel-type finish for trucks, tractors and farm implements—wood or metal. Tractor and Implement Paint brushes easily and flows out evenly. It has a beautiful gloss which resists oil and grease. Its extra toughness of film, solid covering and firm adhesion results in many years of wear.

**APPLICATION AND COVERAGE:** Stir Tractor and Implement Paint until uniform in consistency. A 3" varnish brush serves very satisfactorily for most painting work. Apply in generous brushfuls and allow the paint to flow out with a minimum of brushing. Level with light brushing.

On wood and metal surfaces the coverage ranges between 400 and 500 square feet per gallon one coat.

**PAINTING SUGGESTIONS:** Remove all grease, oil, loose paint and rust to assure adhesion of paint. Bare spots should be sanded and spot primed before applying finish

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## MISCELLANEOUS PRODUCTS

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coat. In applying an enamel type finish it is always wise to look back over finished areas to locate and brush out any sags that may have developed.

### TRAFFIC ZONE PAINT

**CHARACTERISTICS:** A high quality paint designed especially for interior or exterior traffic lanes. Traffic Zone Paint is fast drying and has good visibility and excellent durability. Dries free of pick up in five to ten minutes and for traffic operations in fifteen to thirty minutes. Traffic Zone Paint resists heat, cold, ice and heavy traffic yet retains high visibility despite weather changes and continuous use. It flows on evenly, requires no excessive brushing, and covers solidly in one coat.

**APPLICATION AND COVERAGE:** Application may be made by brush or spray. Brush size may range from 2" to 4" depending on width of stripe required. Apply with a full brush, working from unfinished into finished area with long even strokes. Reduction for spray application should be made in the ratio of one part Utility Thinner to three parts Traffic Zone Paint.

Coverage varies according to width of stripes. For example: One gallon is required for a 4" stripe 500 feet long or a 5" stripe 300 feet long.

**PAINTING SUGGESTIONS:** Remove all loose dirt, oil and grease before painting. Avoid painting when dust is blowing and if the surface is damp.

### TINTING COLORS

**CHARACTERISTICS:** Lowe Brothers Tinting Colors are full strength colors ground in a liquid processed specially for this product. Tinting Colors are made in pouring consistency, thereby enabling the painter to add the tinting colors directly to the product without breaking them up in turpentine.

All colors disperse quickly in varnish, oil or alkyd resin type products. The unusual mixing speed greatly reduces tinting time and assures much better tinting results. They are excellent for use in house paints, flat and semi-gloss wall paints, undercoaters and enamels. They should not be used with water-thinned paints. The full strength of Tinting Colors assures color brilliance and clearness of tone, even when small amounts are used.

**APPLICATION AND COVERAGE:** Add Tinting Colors to the paint to be tinted in small quantities. To avoid the addition of too much tinting color be sure to stir in each small addition thoroughly before adding more.

**PAINTING SUGGESTIONS:** Make a sample test of tinted mixture and allow the test to dry before proceeding with the painting job. This is advisable as some paints when dry appear deeper in tone. This is especially true of enamels. Always test tinted mixtures under north light as light from other directions has a tendency to influence the true color tone.

### UTILITY THINNER

**CHARACTERISTICS:** A superior mineral spirits type thinner for liquid and paste paints, oil colors, oil stains, filler, varnishes and enamels. Utility Thinner is free of obnoxious odors and permits the paint in which it is to be used retain a wet edge longer than ordinary thinners.

**PAINTING SUGGESTIONS:** Destroy all paint and thinner soaked rags to eliminate any possible fire hazards. Provide good ventilation while using a thinner.

### VEGETABLE OIL SOAP

**CHARACTERISTICS:** A pure vegetable oil soap in paste form. Vegetable Oil soap contains no animal fats, caustic alkali or abrasives. It lathers freely in hot or cold—soft or hard water. Removes dirt and grease without excessive rubbing and imparts a clean, fresh odor. May be used on painted surfaces, upholstery and fabrics.

**APPLICATION AND COVERAGE:** Vegetable Oil Soap when dissolved in water according to label directions may be applied by cloth, sponge or brush. A cloth is suitable for floors, woodwork and furniture; sponge for automobiles, and brush for rugs and carpets. Rinse and dry surface with a dry cloth.

**CLEANING SUGGESTIONS:** Renew suds and rinse water frequently during cleaning operation.

### WALL SEALER CLEAR

**CHARACTERISTICS:** A high grade varnish type clear sealer and size designed for sealing plaster walls and wallboard. The easy flowing and fine leveling properties of Wall Sealer Clear assure a smooth thoroughly sealed surface that provides a perfect foundation for the finish coat. It minimizes uneven absorption of the finish coat and eliminates the possibility of "hot spots." Wall Sealer Clear may be mixed with Mellotone or Mello-Gloss wall paint as a size coat. This makes two-coat painting possible, and practical on new work.

**APPLICATION AND COVERAGE:** Wall Sealer Clear may be applied as it comes in the can or mixed with Mellotone or Mello-Gloss as directed on label. Use a  $3\frac{1}{2}$ " or

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## MISCELLANEOUS PRODUCTS

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4" flat wall brush, or reduce for spraying in the ratio of one pint of Utility Thinner to each gallon of Wall Sealer Clear. It may also be applied with a Roller Koater. Apply Wall Sealer Clear with a full brush and flow on with a semi-circular or horizontal movement. Level lightly by brushing vertically with the tip of brush.

On sand finished plaster, wallboard or rough surface walls the coverage ranges between 300 and 400 square feet per gallon one coat. On smooth plaster walls the coverage ranges up to 500 square feet one coat.

**PAINTING SUGGESTIONS:** Remove all traces of calcimine by washing as paint will not adhere to a calcimine surface. Always paint the ceiling before the walls.

### 981 HOUSE PAINT

**CHARACTERISTICS:** A full bodied house paint designed to give the best value possible at medium price. 981 House Paint has good hiding and coverage and provides good protection. It wears well for a moderate priced paint and leaves a good surface for repainting.

**APPLICATION AND COVERAGE:** Stir to a uniform consistency. 981 House Paint may be brushed or sprayed. Generally a 3½" or 4" bristle brush should be used. Apply 981 House Paint with a full brush and brush the paint into as well as onto the surface. Level lightly with long, horizontal strokes. When applied by spray add approximately one pint of Utility Thinner to each gallon and adjust to the type of sprayer used.

981 coverage varies from 400 to 500 square feet per gallon on smooth wood or metal surfaces and 350 to 450 square feet per gallon one coat on badly weathered wood, cement and brick surfaces.

### 981 PRIMER

**CHARACTERISTICS:** 981 Primer is a top-rated outside primer. It is formulated with quality approved oils and pigments to assure good priming results at low cost. On new, old or repainted surfaces, thorough and uniform sealing is assured with 981 Primer, for it is made to permit just the right amount of oil to penetrate the surface for good adhesion. 981 Primer leaves a perfect surface for the finish coat.

981 Primer applies with extreme ease; and what's more, additional thinning is not required. This wear-tested, full

bodied 981 Primer covers solidly and reduces the possibility of paint failure.

**APPLICATION AND COVERAGE:** Thorough stirring is one of the most important operations before application. Use a 3" or 4" brush and dip ¼ the bristle length into the can. Tap excess off on interior of the can. Distribute evenly on the surface, brushing from unpainted into newly painted area. Level with brush tip, using long, even strokes.

981 Primer covers 300 to 400 square feet per gallon one coat. A porous surface will reduce the covering rate.

**PAINTING SUGGESTIONS:** Avoid costly paint failures by repairing drains, downspouts, cracks or other construction defects where moisture could enter. Always be certain the surface is dry and dirt-free before painting. Follow good safety rules on ladders. Cover shrubbery with canvas to avoid spatters or spills.

### HIGH STANDARD FUME-RESISTING HOUSE PAINT

**CHARACTERISTICS:** A lead-free exterior paint prepared for use where sulphur and gas fumes are present. Its outstanding characteristic is that it will not discolor in the presence of gas or sulphur fumes. For that reason it may be used near railroads, oil wells, coke ovens, polluted streams and locations where these gases or fumes are present. It may be tinted with Colors in Oil that are lead free. High Standard Fume Resisting House Paint stays clean due to its slowly chalking pigments. Other established features of this product are good coverage, gloss and beauty. The combination of all these features assures dependable and finer finishing results.

### HIGH STANDARD TINTING-WHITE HOUSE PAINT

**CHARACTERISTICS:** An outside white paint made expressly for tinting, when colors are desired that are not available in ready-mixed form. It is readily tinted with Colors in Oil or Tinting Colors. It covers exceptionally well and provides a uniform, weather-resistant coating. High Standard Tinting White should be used *only* when it is to be tinted. For a white finish use High Standard House Paint.



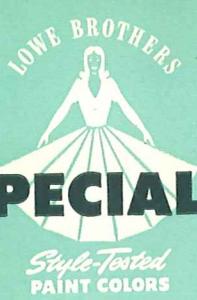
*Lowe Brothers*

**PRODUCTS REFERENCE  
for HOME MAINTENANCE**

**Section 2**

|   |       |
|---|-------|
| Special Finishes .....                    | 32-33 |
| General Do's and Don'ts of Painting ..... | 34-35 |
| How to Measure Exterior Surfaces .....    | 36    |
| How to Measure Interior Surfaces .....    | 37    |
| Common Causes of Paint Failure .....      | 38-42 |
| Fundamentals of Color .....               | 43-45 |
| Quick Reference Section .....             | 46-56 |

THE LOWE BROTHERS COMPANY • DAYTON 2, OHIO



# SPECIAL FINISHES

## MATERIALS NEEDED

**Paint and Varnish Remover**  
**Fine Steel Wool**  
**Two paint brushes**  
**Clean cloths**  
**Rubber gloves**  
**Turpentine**  
**Lacquer Thinner**  
**High Standard Paint**  
**Paste Wax**  
**Bleach**

## MATERIALS NEEDED

**Flat Black**  
**Sandpaper**  
**Fine Steel Wool**  
**Turpentine**  
**Clean cloths**  
**Pumice stone**  
**Rubbing felt**  
**Chamois skin**  
**Clean brush**  
**Paste Wax**

## BLONDE FINISH (Imitation)

To obtain imitation Blonde finish the wood must be like new. If the surface has previously been stained, varnished or painted, all traces of these finishes must be removed. Apply a liberal coat of Lowe Brothers Paint and Varnish Remover with an old, but clean, paint brush. Allow the paint and varnish remover to remain on the surface without further brushing until the finish softens, from ten minutes to an hour, depending upon the thickness of the film to be removed. The softened finish will come off easily with a scraper or putty knife. If there are carved portions, a piece of fine steel wool aids in removing old coatings. Wash repeatedly with Lacquer Thinner and wipe clean with lint-free cloths. Benzine may be used in place of lacquer thinner if necessary.

If the piece has been stained, the stain will have soaked into the wood and the Varnish Remover will not greatly affect it. For the removal of stain, use any known commercial bleaching agent. Utmost care should be exercised; it is a wise idea to wear rubber gloves during this entire process. Hot oxalic acid may be used for bleaching but its use is not recommended for the amateur. If the acid is used, it must be thoroughly flushed from the surface with repeated baths of clear water.

After the surface is like new, stain the article with High Standard Paint which has been liberally thinned with turpentine so that it sinks into the wood and does not obscure the grain. Use High Standard White, Empire Cream, or Abbey Grey, depending upon the tone desired. Thin the paint with as much as 100% turpentine; a clean coffee can is a handy container for such mixing. Apply the "stain" freely with a clean brush. If it does not soak in satisfactorily, wipe off the excess.

After the stain coat is thoroughly dry, give the article several coats of paste wax. Allow each coat to dry for at least twenty minutes before polishing and adding subsequent coats. About four or five wax applications are sufficient to build up an impervious, durable finish.

## BLACK LACQUER (Imitation)

It is very important to have an absolutely smooth surface in order to obtain the appearance of black lacquer. Sand the article thoroughly, finishing up with the finest steel wool. No unevenness—no matter how slight—should be tolerated if a good job is desired. Remove all traces of sanding dust with a turpentine-dampened, lint-free cloth.

Apply several coats of Flat Black until an opaque, rich black finish is obtained. Sand lightly between coats so as to remove traces of brush marks. Always remove sanding dust before applying another coat of Flat Black.

The final coat of Flat Black should be rubbed gently with pumice stone and water until no brush marks are visible and the surface is as smooth as glass. Mix the pumice stone and water in an old dish; saturate a piece of rubbing felt with water and also wet the surface that is to be rubbed. Dip the wet felt into the mixture and proceed to rub with light, firm strokes in one direction only. Keep clear



# SPECIAL FINISHES

## MATERIALS NEEDED

Bleach  
Paste Wood Filler Light  
Raw Sienna Tinting Color  
Plax Water Clear  
Pumice Stone  
Rubbing Oil  
Chamois Skin

## MATERIALS NEEDED

Bleach  
Paste Wood Filler  
Flake White in Oil  
Plax Water Clear  
Pumice Stone  
Rubbing Oil  
Chamois Skin

## MATERIALS NEEDED

Mellotone Colonial Ivory  
Mellotone Glazing Liquid  
Raw Umber Tinting Color  
Badger Stippler  
Two clean brushes  
Paste Wax

of the sharp edges for they rub through very easily. Six or eight strokes on a place will generally suffice. When the rubbing is done, wash off the surface with clear water and polish with a dry chamois skin.

Protect the Flat Black and build up a satiny luster which resembles the sheen of lacquer by applying several coats of paste wax.

## HARVEST-WHEAT MAHOGANY

Bleaching as described under Blonde Finish will give mahogany the required wheat color. Fill the wood with Paste Wood Filler Light which has been tinted slightly with Raw Sienna Tinting Color. Follow the directions on the can label.

After the filler has set for at least twenty-four hours, apply a coat of Plax Water Clear. (Paste Wax may be used in place of the Water Clear, if desired.) Sand lightly and add a second coat of Plax Water Clear. When the final coat is thoroughly dry, rub the surface with pumice stone and oil to dull the gloss. Use the same method as described for pumice stone and water only replace the water with a prepared rubbing oil. Do the final washing off with benzine; polish with a dry chamois.

## LIMED OAK

Bleach the wood using a reliable commercial bleaching agent. Remove all traces of the bleach and sand any unevenness so that the surface is smooth. Wipe off with a turpentine-dampened cloth to remove all specks of sanding dust.

Fill the wood with Paste Wood Filler Light which has been tinted with Flake White in oil. Make certain that the White Filler is rubbed into the open grain thoroughly. Follow directions on the can label. Finish with two or more coats of Plax Water Clear as described under Harvest-Wheat Mahogany or with repeated coats of Paste Wax. If the Plax Water Clear is used, dull the gloss of the final coat by rubbing the surface with pumice stone and oil.

## WHEAT FINISH (Imitation)

Mellotone Colonial Ivory—or, White for a lighter tone—may be used to obtain a Wheat finish. Apply several coats until an opaque covering is reached. After these base coats are perfectly dry brush on a coat of Mellotone Glazing Liquid which has been tinted with Raw Umber Tinting color. Use an old dish for this mixing and do not tint more Glazing Liquid than you will need for the piece. About a half a cup is more than sufficient for the exterior of a small bookcase 12 x 32 x 24. Use a clean brush in applying the tinted Glazing Liquid and then stipple the finish so that the brush marks are obliterated and the effect of fine wood graining is obtained. By stippling we mean to tap the surface using the side of the brush with which you apply the glaze or use a Badger Stippler to get the effect of graining.

When the glaze coat is absolutely dry, the article should be waxed so as to protect the finish. Several coats of Paste Wax as described under Blonde Finish will be required. The piece may be varnished instead of waxed, if preferred.

# GENERAL DO'S AND DON'TS OF PAINTING

## EXTERIOR PAINTING

### DO

Stir paint thoroughly. Stir frequently while in use.  
Scrape off all loose paint and sandpaper the surface before painting.  
Allow enough time between coats for proper drying.  
Repair all construction defects before painting.  
Seal knots and pitchy places with shellac or aluminum paint before priming.  
Apply exterior paint evenly and brush out thoroughly.  
Putty nail holes and cracks after priming.  
Seal all places where moisture might enter the wood and cause the paint to peel.  
Remove all dust, grease or dirt from the surface.  
Keep paints covered tightly when not in use.  
Repaint before the paint film weathers through to the bare wood.  
Use caution while removing paint film with a blow torch.  
Apply paint at a reasonable spreading rate. Spreading paint too far will not give proper protection.  
Remove all rust, grease and dirt from metal surfaces before painting.  
Follow label directions *carefully*.

### DON'T

Don't paint in cold, damp or foggy weather.  
Don't paint when the temperature is below fifty degrees.  
Don't add drier or thinner to paint unless so directed on the can label.  
Don't paint on a wet surface.  
Don't pile paint on under edges of siding.  
Don't paint when dust is blowing or insects are numerous.  
Don't add varnish to outside house paint.  
Don't apply the priming coat in the spring and the finish coat in the fall, as early paint failure will result.  
Don't apply less than two coats of paint for the best painting results.  
Don't apply paint on the sunny side of the house, or in the direct rays of the sun in extremely hot weather.  
Don't use house paint on porch floors.  
Don't "flow on" house paints as you would enamels—brush each coat out thoroughly.  
Don't paint immediately after a rain.  
Don't apply paint over whitewash.  
Don't use interior paints for exterior painting.  
Don't apply a finish coat until the priming coat is dry.

## WALLS AND WOODWORK

Remove all grease and dirt from wall and woodwork surfaces before painting.  
Patch cracks in walls and ceilings before painting.  
Seal all porous or new walls with a good wall sealer.  
Scrape loose paint from the surface and sand smooth.  
Sand a glossy surface before applying paint or enamel.  
Stir the paint thoroughly before application. Improperly stirred paint will seem too thin and will not hide.  
Have good ventilation while painting interior surfaces.  
Flow on enamels and varnish with minimum brushing.  
Use an enamel undercoater under enamel for best results.  
Brush paint on wood surfaces in the direction of the grain.  
If color is changed, tint enough paint at one time to complete the painting job.  
Use a 3½" or 4" wall brush for ceiling or walls, and a 2" to 3" varnish brush for the woodwork.  
Wash glue size from previously wallpapered surface before painting.  
Allow new walls to dry before painting.  
Sand chipped or scarred woodwork before painting.

Don't expect good results where dirt or grease is not removed from the surface.  
Don't paint ceilings with a full brush as the excess may run down the handle and onto the hands.  
Don't paint over a surface that is damp.  
Don't apply the second coat of paint until the first coat has dried thoroughly.  
Don't add thinner to the product unless the directions call for thinning.  
Never shake a can of enamel or varnish before application, as the shaking causes air bubbles that are hard to brush out.  
Don't add linseed oil to flat or semi-gloss paints and enamel.  
Don't neglect to remove all paint and varnish remover from the surface before painting is started.  
Don't apply paint in too heavy a coat as it may have a tendency to sag or curtain.  
Don't wash walls from top down. Start at the bottom and work up.

## WALLS AND WOODWORK (Continued)

### DO

Follow label directions carefully.  
Paint ceilings before applying paint to walls.  
Finish wall and woodwork surfaces with a light vertical stroke.

### DON'T

Don't "brush out" wall paints as you would outside paints.  
Don't sand woodwork across the grain; sand with the grain.  
Don't match colors under artificial light.

## FLOORS

Stir paint thoroughly until it is uniform in consistency.  
Fill open grain wood with paste wood filler after staining.  
Apply two coats of paint to a new floor.  
Allow good ventilation while painting interior floors.  
Clean floor thoroughly to remove all wax and polish from the surface before painting.  
Allow enough drying time between coats as recommended on the can label.  
Sandpaper all rough spots smooth. Sand with the grain.  
Keep dust to a minimum while varnishing.  
Follow label directions carefully.

Don't paint a floor until all grease, dirt and dust have been removed.  
Don't paint until all paint and varnish remover has been removed from the surface.  
Don't use a house paint on interior or exterior floors.  
Don't use shellac on new wood floors.  
Don't paint a floor surface while it is damp.  
Don't brush floor enamels or varnish vigorously.  
Don't wait till the floor finish has worn through to the bare wood before refinishing.  
Don't apply a thick coat of varnish as it may wrinkle.  
Don't paint or varnish in cold, damp or foggy weather.

## GENERAL PAINTING

Remove shellac with denatured alcohol.  
Use a flat wall paint on radiators as it permits greater heat radiation.  
Use a sealer over a bleeding stain like mahogany.  
Do apply varnishes and enamels when the temperature is approximately seventy degrees or over.  
Use a vacuum cleaner to remove fine dust from walls, floors and woodwork areas.

Don't mix lacquer with paint or varnish.  
Don't thin enamel with any other type of thinner than recommended on can label.  
Don't thin enamel beyond the recommendations on the can.  
Don't use an enamel on exterior surfaces unless it is formulated for exterior exposure.  
Don't use paint and varnish remover in a closed room; have good ventilation.

## USE OF BRUSHES

Use a good brush for all painting projects.  
Flip the bristles of a new brush against the fingers several times to remove all dust or dirt and loose particles.  
Clean brushes before and after painting projects.  
Clean shellac brushes with denatured alcohol.  
Use a paint thinner or turpentine to clean paint and varnish brushes.  
Clean brushes used in lacquer with lacquer thinner.  
Use a 1½" or 2" brush for finishing furniture.  
Use a 2" to 3" varnish brush for enameling or varnishing.  
Use a 4" flat wall brush for interior wall paints.  
Use a 4", long bristle brush for outside house painting.  
Clean Kalsomine brush with water.  
Soak a new paint brush in linseed oil before using in exterior paint.

Don't use a brush for varnishing if it has been previously used for painting.  
Don't use a wide, flat brush to get into narrow places.  
Don't dry brushes on a radiator.  
Don't keep brushes in water.  
Don't allow a brush to rest on the bristle ends.  
Don't dip the brush into the paint over one-half its bristle length.  
Don't leave a brush containing paint exposed to the air for any length of time.  
Don't clean a brush near an open flame.  
Don't apply undue pressure on a brush as this hastens the wearing of the bristles.  
Don't allow paint to accumulate in the heel of the brush.

# HOW TO MEASURE EXTERIOR SURFACES

In estimating the amount of paint required for each job, knowledge of the kind and condition of the surface is very essential. On new wood the amount of paint needed for the priming coat may be much greater than that required for the finishing coats.

The following method may be used with satisfactory results when computing exterior surfaces. Measure entirely around the house. Multiply this figure by the average height including the cornice. To find the area in a

gable, measure the width and multiply by one-half the height. Add this amount to the previous total. Allow ten per cent for the under edges of siding boards, corner boards, cracks and places where paint cannot be brushed out. Add the amount to the previous total. Determine the number of square feet of porch surface (if any) and complete the addition. For the approximate number of gallons required for each coat, divide by 400 for the priming coat and 550 for the finishing coat.

## EXAMPLE

|  |                     |
|--|---------------------|
| Distance around house (front, sides and back) .....  | 106 ft.             |
| Multiply by average height (including cornices) .....  | <u>22 ft.</u>       |
| Estimate gables (width X one-half height) .....  | <u>2332 sq. ft.</u> |
|  | <u>170 sq. ft.</u>  |
|  | <u>2502 sq. ft.</u> |
| Add porches (ceiling, standing trims, etc.) .....  | <u>225 sq. ft.</u>  |
| Add 10% for under edges of siding boards, corner boards, cracks and places<br>where paint cannot be brushed out..... | <u>273 sq. ft.</u>  |
| Divide by 400 (priming)—7½ gals. Divide by 550 (finish)—5½ gals.   | 3000 sq. ft.        |

## ROOF AREAS

Roof areas may be determined by computing the number of square feet in the flat area (foundation) of the house. To this amount is added a percentage of the flat area that represents the pitch. Roof pitch may range as follows:

¼ pitch = 14%

⅓ pitch = 20%

½ pitch = 42%

¾ pitch = 80%

## EXAMPLE

|  |                    |
|--|--------------------|
| Flat area (including overhang 30x40) .   | 1200 sq. ft.       |
| ½ pitch (42%) .....  | <u>504 sq. ft.</u> |
| Total roof area.....   | 1704 sq. ft.       |
| Divide the spreading rate of the roof paint into the total roof area to determine the quantity required. |                    |

## PAINT REQUIREMENTS ON EXTERIOR SURFACES

This table may be used for a rough estimate for the paint required for surfaces in average condition. Extremely

porous surfaces require more paint for the priming coat than for the finishing coat. Estimates are for one coat.

| SURFACE                                | SIZE                        | PRIME   | FINISH  | TRIM    |
|--|-----------------------------|---------|---------|---------|
| House, 1 Story (average 5 room) .....  | 30' x 32'<br>(Avg. ht. 12') | 3½ gal. | 2½ gal. | 2½ qt.  |
| House, 1½ Story (average 6 room) ..... | 34' x 36'<br>(Avg. ht. 24') | 6 gal.  | 4½ gal. | 3½ qt.  |
| House, 2 Story.....                    | 36' x 42'<br>(Avg. ht. 24') | 9 gal.  | 7 gal.  | 1¼ gal. |
| Garage, 10' (average height) .....     | 12' x 20'                   | 1½ gal. | 1 gal.  | 1 qt.   |
| Garage, 10' (average height) .....     | 19' x 22'                   | 2 gal.  | 1½ gal. | 1½ qt.  |

| SURFACE    | SIZE      | PITCH | PAINT   | STAIN   |
|------------|-----------|-------|---------|---------|
| Roof ..... | 30' x 32' | 20%   | 2½ gal  | 9 gal.  |
| Roof ..... | 36' x 42' | 45%   | 4½ gal. | 17 gal. |

# HOW TO MEASURE INTERIOR SURFACES

Measure the length of each wall and multiply the total length of the four walls by the height. Obtain the area of the ceiling by multiplying the length of the room by the width and add it to the wall area. Dividing the total number of square feet in the area by the coverage of the coating to be used gives the quantity of material required. Square feet of window and door areas need not be deducted unless the total exceeds 100 square feet. This method of determining the amount of paint required for finishing walls may be followed on rooms, halls and stairways.

To find the area between the rug and the baseboard, meas-

## EXAMPLE

|                                   |             |
|-----------------------------------|-------------|
| Distance around 9 x 12 room ..... | 42 ft.      |
| Multiply by ceiling height.....   | 9 ft.       |
| Total wall area .....             | 378 sq. ft. |
| Total ceiling area                |             |
| (room length by width) .....      | 108 sq. ft. |
| Total wall and ceiling area.....  | 486 sq. ft. |

ure from the baseboard to approximately five inches under the edge of the rug and multiply by the distance around the room.

## PAINT REQUIREMENTS

Estimating the amount of material required for a given surface is not too difficult to determine when actual measurements and covering rates are known. In many instances where accurate measurements are not available the follow-

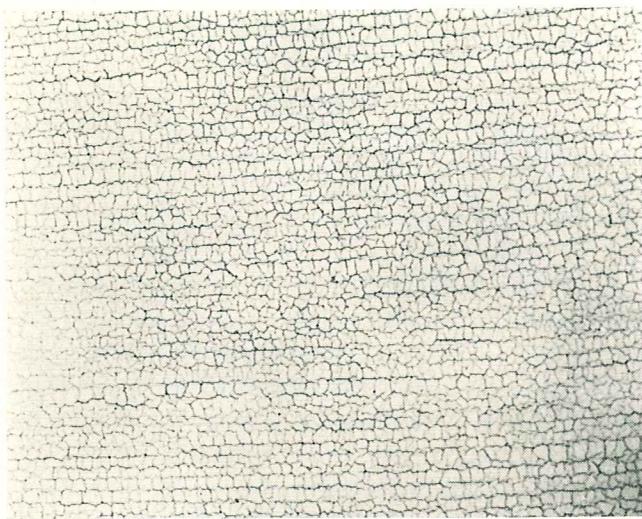
## ON INTERIOR SURFACES

ing table may be used for a rough estimate of the paint required. It must be understood however, that the quantities suggested are for average rooms and for surfaces in average condition. Estimates are for one coat only.

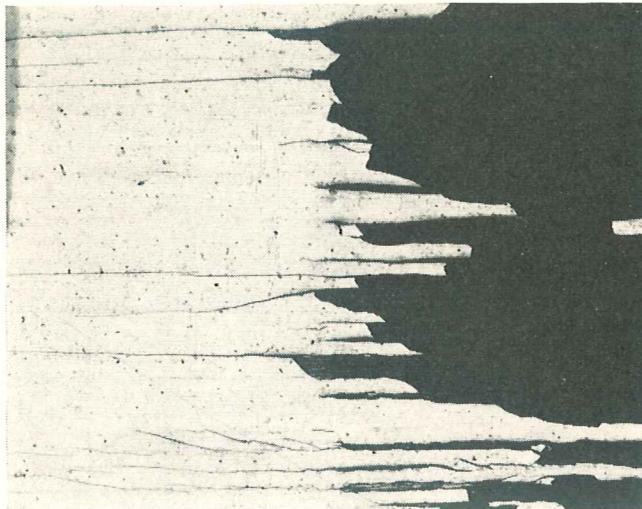
| SURFACE             | SIZE      | CEILING | 9' WALL     | 4" WOODWORK |
|---------------------|-----------|---------|-------------|-------------|
| Bedroom .....       | 7' x 9'   | 1 pt.   | 2 qt. 1 pt. | 3 pt.       |
|                     | 10' x 13' | 1 qt.   | 1 gal.      | 3 pt.       |
|                     | 12' x 15' | 2 qt.   | 1½ gal.     | 2 qt.       |
| Kitchen .....       | 6' x 8'   | 1 pt.   | 2 qt.       | 1 qt.       |
|                     | 9' x 11'  | 1 qt.   | 3 qt.       | 3 pt.       |
|                     | 11' x 14' | 3 pt.   | 1 gal.      | 2 qt.       |
| Bath .....          | 4' x 6'   | ½ pt.   | 3 pt.       | 1 pt.       |
|                     | 6' x 9'   | 1 pt.   | 2¼ pt.      | 1 qt.       |
|                     | 9' x 9'   | 1 qt.   | 3 qt.       | 3 qt.       |
| Living Room.....    | 10' x 12' | 1 qt.   | 3¼ qt.      | 1 qt.       |
|                     | 14' x 18' | 2 qt.   | 1¼ gal.     | 2 qt.       |
|                     | 16' x 28' | 1 gal.  | 1¾ gal.     | 3 qt.       |
| SURFACE             | SIZE      | PAINT   | VARNISH     | STAIN       |
| Floor or Porch..... | 8' x 11'  | ¾ qt.   | ¾ qt.       | ½ pt.       |
|                     | 12' x 14' | 3 pt.   | 1½ qt.      | ¾ qt.       |
|                     | 18' x 24' | 3¼ qt.  | 3½ qt.      | 2 qt.       |

## QUICK ESTIMATES FOR MISCELLANEOUS SURFACES

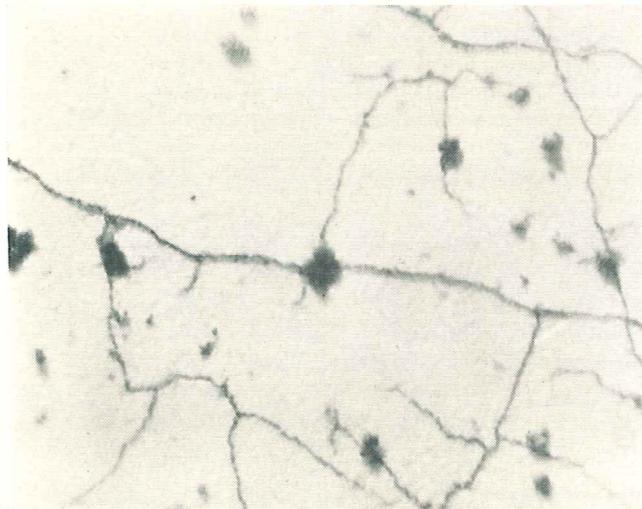
|                           |       |                           |       |                        |       |                          |       |
|---------------------------|-------|---------------------------|-------|------------------------|-------|--------------------------|-------|
| 2 Chairs .....            | ¼ pt. | Bicycle .....             | ¼ pt. | Lamp .....             | ¼ pt. | Tractor .....            | 1 qt. |
| End Table .....           | ¼ pt. | Door (1 side) .....       | ½ pt. | 2 Bird Houses          |       | Truck (¼ ton) .....      | 1 qt. |
| Sewing Cabinet .....      | ¼ pt. | Canister Set .....        | ¼ pt. | (small) .....          | ¼ pt. | Automobile .....         | 1 qt. |
| Dresser (medium) .....    | ½ pt. | Flower Box .....          | ½ pt. | 2 Clothes Line Posts   | ¼ pt. | Porch Swing .....        | 1 pt. |
| Breakfast Table .....     | ½ pt. | Screen Frame .....        | ¼ pt. | Basement Stairs .....  | ½ pt. | Window, Door             |       |
| Corner Cupboard .....     | ½ pt. | Wire Mesh of 8 Screens    |       | Garbage Can            |       | and frames .....         | 1 pt. |
| Canoe .....               | 1 pt. | (one side) .....          | 1 pt. | (med.) .....           | ¼ pt. | Coaster Wagon .....      | ½ pt. |
| Bed (double) .....        | 1 qt. | (both sides) .....        | 1 qt. | Lawn Settee .....      | ½ pt. | Clothes Hamper           |       |
| Kitchen Cab. (med.) ..... | 1 pt. | 2 Shutters, 2 sides ..... | ½ pt. | Furnace (med.) .....   | 1 pt. | (med.) .....             | ¼ pt. |
| Bookcase (large) .....    | 1 pt. | Coffee Table (med.) ..... | ¼ pt. | 3 Picture Frames ..... | ¼ pt. | Work Bench (small) ..... | ½ pt. |
| Dinette Set .....         | 1 qt. | Refrigerator (med.) ..... | 1 pt. | 2 Andirons .....       | ¼ pt. | Gate (medium) .....      | ½ pt. |



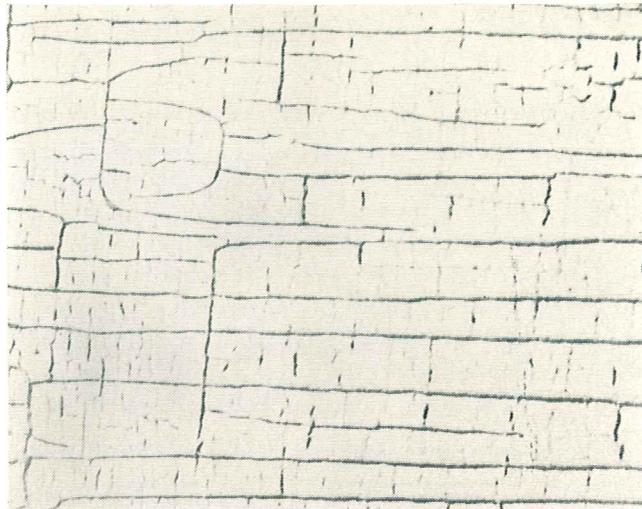
1. CHECKING



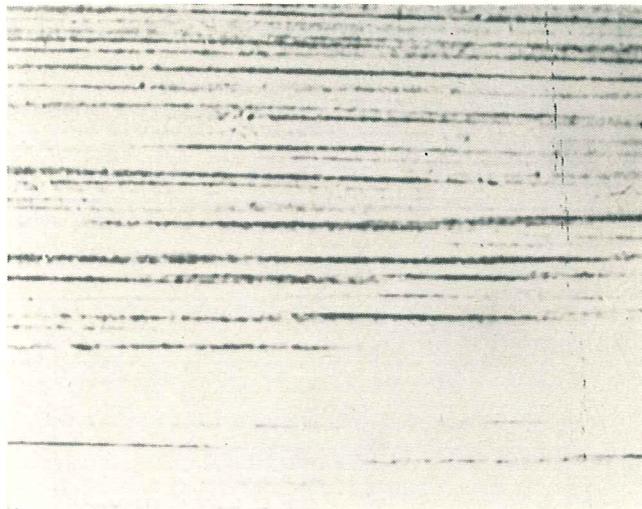
2. FLAKING



3. MILDEW



4. CRACKING



5. EROSION



6. BLISTERING

# COMMON CAUSES OF PAINT FAILURES

## AND HOW TO AVOID THEM

The manufacture of paint is a highly developed science. The days of simple mixtures of lead and oil are gone. Through chemistry, new and better pigments and oils have been developed and blended together to form super paint finishes vastly superior to those of years ago. Equally important are the laboratory and field tests that keep a constant check on every formula. Through these tests the manufacturer can always be sure that his products will give satisfactory service on all surfaces for which they are made. In spite of these precautions infrequent paint failures do take place. Careful checking by paint manufacturers has established the fact that over 90% of all failures are due to moisture, improper surface preparation or faulty application. The way to avoid such failures is to know their causes, be able to identify them, know how to avoid them and finally to educate consumers on the precautions to be taken. This is the purpose of the information given on these pages.

In a general way the most important reasons for paint failure are as follows: (1) Moisture back of paint film. (2) Delaying painting or repairing beyond the danger point. (3) Faulty construction. (4) Low quality paint. (5) Faulty application.

**1. Moisture back of paint film.** Moisture causes more paint failures than all other factors combined. For this reason in every case where it is known to exist, a concerted effort should be made to locate its source and to make necessary repairs before painting.

The following are just a few of the surface conditions which frequently allow moisture to gain entrance:

- (1) Cracks and nail holes in siding.
- (2) Gaps between siding and corner boards, casing of doors and windows.
- (3) Faulty flashings around chimneys, on top of doors and windows, or where porch roofs or dormers are attached to the house proper.
- (4) Wet siding before paint is applied—due to rain, frost or inadequate ventilation during plastering at time of building's erection.
- (5) Leaking and sweating pipes.
- (6) Excessive humidity in attic—due to poor ventilation or construction in basement which permits moisture to travel up through house to attic.

**2. Delaying the painting.** Neglecting to paint at the proper time results in cracks in siding, and open nail holes, both of which during rainy weather offer easy entrance to moisture. After penetrating to the back of the siding on the house, the moisture becomes a threat to any paint film over it.

**3. Faulty construction.** Moisture problems are mostly due to faulty construction. No paint, regardless of its quality, will give service unless the sources of moisture are located and stopped.

Houses built cheaply and quickly often have these structural defects and, unfortunately, their owners lacking this information or failing to detect faulty construction, wrongly assume that the paint must be at fault.

**4. Low quality paint.** There is a wide variation in the composition of cheap paints, both in the pigments and vehicle content. Early paint failure is certain to result, even on buildings otherwise perfect, if a cheap paint has been used. This failure may be in the form of rapid chalking, peeling, cracking or splitting of the paint film. The form of failure usually follows a definite pattern depending upon the particular type of cheap paint used.

**5. Faulty application.** Probably the most common example of faulty application is improper thinning of the paint to take care of the porosity of the surface. Thinning the paint according to the directions on the package is likewise important. Properly brushing out the paint, rubbing it into the surface to get anchorage, and avoiding piling up heavy films all have an effect on the ultimate life of the job. Another precaution—putting of all nail holes and cracks after the primer is applied—will do much to prevent moisture seepage.

## COMMON CAUSES OF PAINT FAILURES (Continued)

### CHECKING

Checking is the appearance in the top coat of paint of small openings or ruptures which divide the surface into innumerable small irregular areas. In general the checks run parallel to the wood with many cross checks. A paint that checks fails by the scaling of the top coat. Checking is not desirable as it breaks the continuity of the paint film, thus making it easy for moisture to reach the surface of the wood beneath. (See figure 1.) Checking is usually caused by applying a hard drying coat over too soft an undercoat. It may be caused by putting on the finishing coat over the top of a slow drying undercoat or an undercoat that has not completely dried.

As a prevention against checking steel brush the surface before repainting. Allow the first coat to dry thoroughly before applying finishing coat. Use a hard drying undercoat like High Standard Primer.

### BLISTERING AND PEELING

The appearance of blisters on a paint film is associated with the collection of moisture or vapor behind the paint film. When moisture has collected behind a paint film the sun will gradually draw it to the surface. Under pressure from this moisture the paint film will expand to a certain point, then break, allowing the water to escape. As it dries, the paint film will slowly crack and peel or the water may finally dry out of the blister and although the film remains intact, it has lost the adhesion to the surface and eventually becomes brittle and flakes off.

Peeling results from ruptured blisters which curl back from the wood. As the paint peels it exposes more wood to the action of moisture. It indicates imperfect attachment to the surface. (See Figure 6)

Exterior blistering may occur on untreated walls of dairy barns, improperly ventilated houses, cream stations, laundries or other buildings where large amounts of moisture are constantly released into the air.

Blisters on interior walls may result from leaky radiators as heat and moisture rise within the walls. Excessive moisture in dwellings is often the result of planned humidification in winter. It may also come from cooking activities in the kitchen, home laundry operation, leaky plumbing, moist basements or from steamy bathrooms. Occasional opening of windows and doors admits dry air from the outside and eliminates some of the trouble.

Heat insulation may aggravate moisture troubles. It keeps the room side of the wall warmer and the outside cooler. This increases the condensation of water on the back of the sheathing and siding. In new houses, builders can prevent the condensation by putting a moisture bar-

rier behind the plaster and by ventilating the walls. In old houses about the only thing that can be done is to ventilate the wall. Inconspicuous vents near eaves and ledges where siding overlaps are suggested.

To avoid blistering it is well to see:

- (1) That the surface to be painted is thoroughly dry and no excess moisture is in the pores of the wood, or in the hollow space of columns or between the plaster and the siding.
- (2) That holes are bored in the top and base of columns through the plates during the constructing of the house walls.
- (3) That the back side of the siding is painted with a moisture proof paint such as aluminum.
- (4) That resinous surfaces are shellacked or aluminum-varnished.
- (5) That no greasy material and spots are on the wood.
- (6) That green lumber is never used.

During winter construction builders may prevent blistering troubles by:

- (1) Ventilating the rooms while plaster is drying.
- (2) Leaving off some of the siding until the plaster is fairly dry.
- (3) Postponing painting until near the end of the construction.

To repaint blistered surfaces all the old paint should be removed, the wood allowed to dry out, and all sources of moisture trouble corrected. After the surface has been thoroughly prepared for painting apply High Standard Primer as the first coat.

### FLAKING AND ALLIGATORING

Alligatoring, while somewhat similar in character to checking, is more pronounced and will probably cause a rough and alligator-skin like appearance of the new paint job. (See figure 2.)

Alligatoring is caused by application of hard drying paint over soft drying paint; by not allowing sufficient time for drying between coats; by using too much oil in an undercoat; by using soft drying paint vehicles; by an incompetent painter; and by repeated application of new coats of paint over old paints which have lost their elasticity and are not firmly anchored to the surface.

To prevent alligatoring the paint coats should become progressively more elastic as you go from the prime coat to the last outside coat. In other words, a short oil paint

## COMMON CAUSES OF PAINT FAILURES (Continued)

like enamel should not be applied over a long oil paint since the former lacks elasticity.

In cases of severe alligatoring the entire coat should be removed by means of a blow torch, paint remover or scraper. Mild cases should be thoroughly sandpapered.

### WRINKLING

Wrinkling is caused by an excessively thick coat of paint. The painter has failed to brush out the paint properly or else the paint contains too much surface drier. After the surface dries the liquid portion of the film underneath it dries and causes the surface to wrinkle.

Paints which have been excessively thinned with oil and applied too thick are subject to wrinkling. Avoid wrinkling by brushing all coats out thoroughly.

### EROSION

Erosion is the too rapid wearing away of the paint coatings until the surface is exposed. It occurs as a result of excessive chalking of the paint coating. (See figure 5.) To avoid excessive erosion use a well balanced, normal chalking paint like High Standard House Paint.

### CRACKING AND SCALING

Cracking and scaling are closely related. Breaks in a paint film which extend through to the wood are called cracks. The sluffing off of the paint from the edges of the cracks, due to moisture entering the wood through these cracks, is referred to as scaling. (See figure 4.)

Paints that crack can no longer contract or expand as the wood does. This is usually due to the lack of elasticity of the paint or temperature and moisture changes.

Before repainting a surface that has cracks on it, all the old paint should be thoroughly sanded and the loose paint removed. Then apply a hard drying undercoat. Always avoid the accumulation of thick paint coatings upon a surface.

### MILDEW

Mildew is a rather frequent cause of discoloration of paint, but it is no more common on paint than it is on many other surfaces. (See figure 3.)

All discoloration is not necessarily mildew. For positive identification of mildew examine the suspected spots with a magnifying glass. The presence of spores (little balls, usually black) and mycelia (thread-like structure) prove mildew. The mycelia are more objectionable than

the spores. They indicate growing mildew. All traces of mildew must be removed before repainting. This can be done by scrubbing with alkaline cleaners like trisodium phosphate. After flushing with clean water apply mercuric chloride solution (bichloride of mercury or corrosive sublimate) to all places badly infected. The solution should be one ounce of mercuric chloride in one gallon of water. CAUTION: MERCURIC CHLORIDE IS A POISON. USE RUBBER GLOVES TO KEEP IT OFF THE SKIN. Allow the treated surfaces to air dry.

Too much linseed oil is often used in thinning paste paints. This furnishes ideal conditions for mildew growth. In some cases it may be necessary to add a mildew-killing chemical to the paint. The most successful ones are such chemicals as mercuric chloride, phenyl-mercuric compounds, phenols and chlorinated phenols. Mercuric chloride is the most effective, but it requires the utmost care in its use. It should not be used where food is prepared or where animals may gnaw the film. To avoid mildew use a fast drying light colored paint and apply when the day is dry and sunny.

### CHALKING IS NOT A DEFECT

Normal chalking, starting in a mild way after about a year's exposure, is not a defect. Chalking is the way in which paint should fail. This is by far the most desirable type of failure as anyone knows who has paid for a job of burning and scraping. All paints must eventually fail. Some will crack or chip; others peel or wash off, making expensive surface preparation necessary before the surface can be properly repainted. Obviously the paint that wears so that repainting can be done without this expensive preparation, and at the same time gives good protection until repainted, is the most economical paint to use.

### WASHING AND NON DRYING

The softening and washing away of the outer layer reveals a soap condition of the painted surface. While "washing" may possibly take place if the paint contains certain water-soluble materials, it is usually due to reactions that take place in the film during the drying of the paint. For instance, if paints are applied during periods of cold, damp weather, the film may be permanently injured during the drying period. As a result, "washing" troubles under such conditions may be encountered.

It is, therefore, important to have moderate temperatures for drying paint. If painting jobs are done during the time of year when there is a minimum of light and fairly low temperatures prevail, the drying will be much slower than under normal conditions.

# OTHER COMMON PAINT FAILURES

## GAS DISCOLORATION

White and light-tinted paints which have white lead in them may darken through the effects of gases in the air. These gases may come from oil and gas wells or may arise from sewage decomposition or river pollution in some industrial communities. They will act upon the paint to produce a grey or black deposit sometimes having a metallic lustre resembling graphite.

## SPOTTED STORM EFFECTS

When there are continuous rains lasting several days, especially when accompanied by electrical storms, the rain may absorb nitrates and peroxides formed by electrical discharge. When rain strikes a painted surface, especially of a fresh nature, the rain may penetrate the paint and cause unsightly spotted effects. Rubbing of the spotted surface with alcohol will extract much of this moisture and restore the paint film to its original color. If this is not possible, allow the paint to weather for a month or two, and this will usually restore the paint to its original color.

## SEGREGATED SPOTTING OF PAINTS

Light grey paints and other light tints very often show a curious type of light spotting which occurs usually within three to six months after application. Practically any linseed oil paint will show this defect if the conditions which invite the occurrence are permitted to exist. This spotting is due to the differing degrees of porosity (number of pores in the wood) of various areas of the same wood surface. The flat, dead spots which are formed lack the necessary binder or vehicle to resist weathering action, and they chalk sooner and show a more faded appearance. This type of defect is generally observed in two-coat work over improperly prepared surfaces, and the faded spots or streaks usually occur over the lighter spring wood bands of the lumber. Properly applied High Standard Primer or a sufficient number of paint coats will prevent such spotting.

## BROWN STAINING

The type of discoloration or staining that is often shown upon redwood and red cedar is generally due to coloring matter in these woods. Frequently these woods are painted when they are moisture saturated. The staining matter may be rapidly drawn to the surface by the sun during moist periods. It will run down the siding and

dry up in blotches which resemble tobacco juice. This effect is most often shown on new construction where the painting work is done previous to the thorough drying of the plaster in the building. Large quantities of moisture in the plaster are forced out of the walls, through the siding, and through the paint to deposit the collected stain. Old paint may become brown-stained if moisture exists behind the boards or siding.

The painting of redwood and cedar should be avoided when moisture conditions exist. The removing of brown spots on wood may often be accomplished by sponging the surface with a 50% water solution of alcohol. If the brown stain has become aged and oxidized so that it cannot be removed with the alcohol solution, a recoating job may be necessary.

## COPPER STAINS

The staining of white and light colored paints with a yellowish stain may occur below openings in dwellings that are screened with copper, or under eaves where copper leaders and gutters are used. This type of staining will take place in certain damp, humid climates because of a slight surface corrosion of the copper. A coat of Lowe Brothers Plax Water Clear or Neptunite Spar Varnish on the copper surface will help to prevent copper staining.

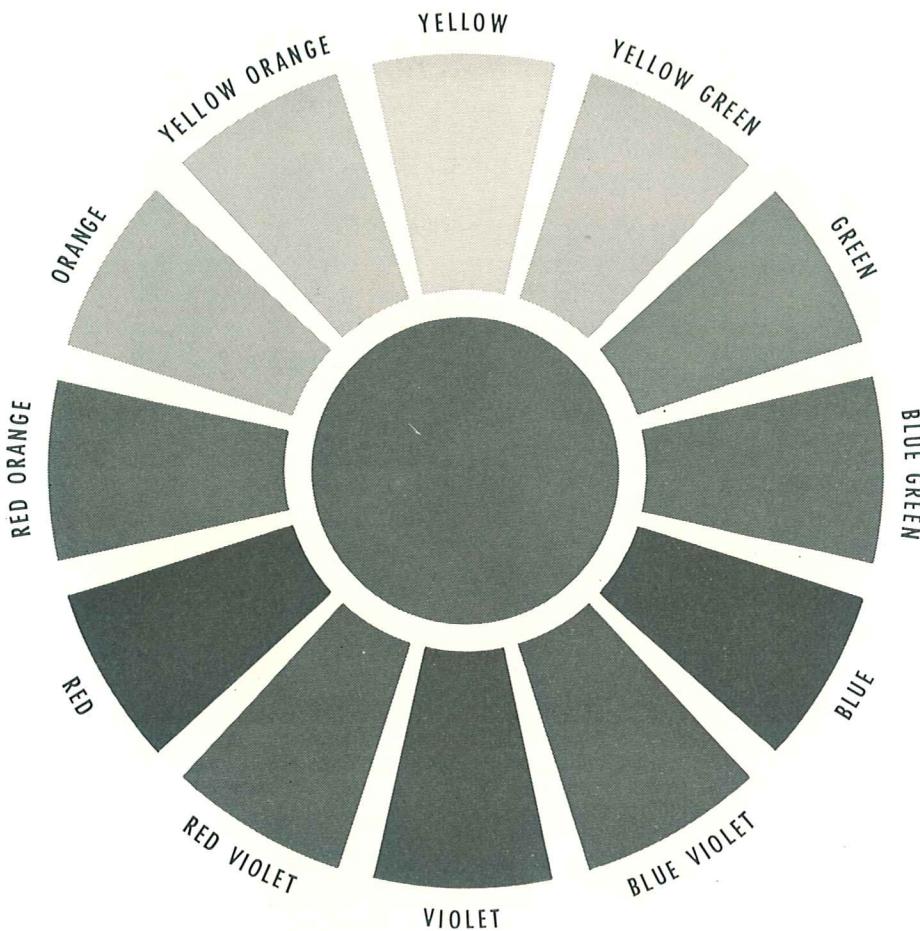
## DIRT COLLECTIONS

The identity of dirt collection should not be mistaken for mildew. Soot from the atmosphere is easily held by tacky paints. Dirt that collects on painted surfaces may arise from soot deposits on roofs, dry roads and dried plant matter in farming districts. In industrial cities soft coal smoke constitutes one of the most common sources for such deposits.

To overcome these conditions it is often advisable to apply paints with a maximum concentration of pigment. Where paints are reduced by the painter, the minimum possible quantity of oil that is required to make the paint brushable should be used with the right amount of thinners. Paints of this character usually fail by gradual chalking, and do not present high gloss surfaces that attract soot. Moreover, such paints are usually very much more durable than paints to which large quantities of oil have been added by the painter. This has proved true in many different sections of the country where exposure tests have been made under varying climatic conditions.

# THE FUNDAMENTALS OF COLOR

## AND HOW TO APPLY THEM IN DECORATING



### PRIMARY COLORS

All colors stem from the three primary hues — red, yellow and blue (See Fig. 1). From these three pigments plus the neutrals, black and white, one can obtain any other hue, tint, shade or tone.

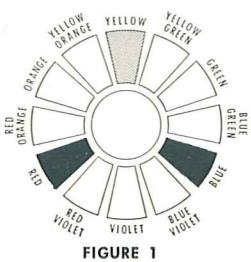


FIGURE 1

### SECONDARY COLORS

By adding the primaries together the secondary colors are obtained (See Fig. 2).

$$\begin{aligned} \text{Yellow} + \text{Red} &= \text{Orange} \\ \text{Red} + \text{Blue} &= \text{Violet} \\ \text{Blue} + \text{Yellow} &= \text{Green} \end{aligned}$$

### TERTIARY COLORS

By mixing these three new colors with the original three, a third set of colors, commonly called tertiary, comes into being (See Fig. 3).

$$\text{Yellow} + \text{Orange} = \text{Yellow-orange}$$

$$\text{Yellow} + \text{Green} = \text{Yellow-green}$$

$$\text{Red} + \text{Violet} = \text{Red-violet}$$

$$\text{Red} + \text{Orange} = \text{Red-orange}$$

$$\text{Blue} + \text{Green} = \text{Blue-green}$$

$$\text{Blue} + \text{Violet} = \text{Blue-violet}$$

### NEUTRAL GRAY

The three primaries when mixed together make neutral grey (See Fig. 4).

$$\text{Yellow} + \text{Red} + \text{Blue} = \text{Grey}$$

It is not suggested in the above list that blue be mixed with orange for the reason that orange contains red and yellow. A neutral grey would be the result of this mixture. The same is true of red and green or yellow and violet. These pairs are

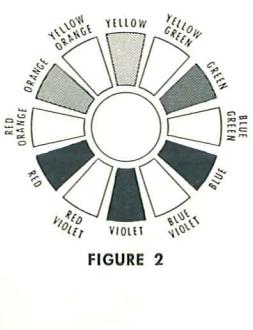


FIGURE 2

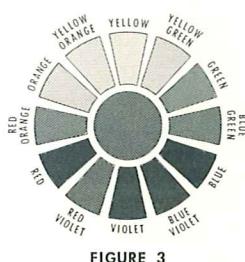


FIGURE 3

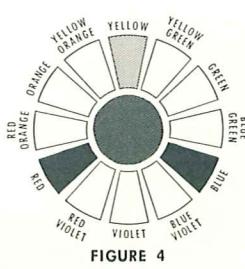


FIGURE 4

## FUNDAMENTALS OF COLOR (Continued)

known as complementary colors. Therefore, you can readily see that to "grey" a color—that is: make it more subtle, not so clean—you would add its complement. For example: If a green wall color seems too clean add a speck of red; it would be beautifully greyed! Greying a hue in this way enables you to retain the color identity, more so than greying by the addition of black.

There are six fundamental "recipes" which may be followed in planning any color scheme.

### MONOCHROMATIC

Perhaps the most elementary formula is the monochromatic, or one color arrangement (See Fig. 5). In this formula, one color with its wide variety of tints and shades and greyed versions is used in combination with black and white. A bluejay with its feathers ranging from an off blue-white through blue-grey to a rather vivid blue is

a good example of a monochromatic scheme. Rooms decorated in variations of one hue are not quite as liveable as others but they do appear larger. Such schemes are fine in areas where one does not spend a lot of time . . . entrance halls, small bedrooms, powder rooms, and the like.

### ANALOGOUS

A little more complicated scheme is that called Analogous or related harmony. Colors which are adjacent on the color wheel or those which contain one primary in common, are used for these combinations (See Fig. 6). Blue, blue-green and green with a bit of blue-violet for accent all contain blue and form a good analogous scheme.

Aqua, a blue-green, could be used on the walls of a powder room which contains a rich blue marbleized linoleum. Sea Green chintz ruffles edged in lilac could be used around the dressing table and for window treatment, too.

### COMPLEMENTARY

The most popular schemes are found in variations of the complementary arrangements. True complements are directly across the circle from each other (See Fig. 7). Notice that warm, exciting red would be offset and counteracted with cool, restful green in this type of formula. Sunshine yellow is

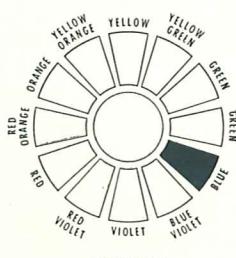


FIGURE 5

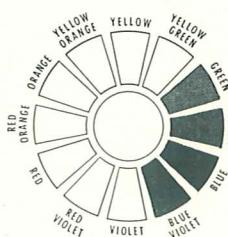


FIGURE 6

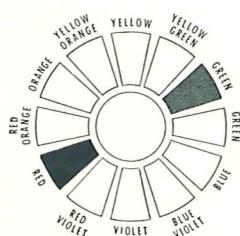


FIGURE 7

complemented by royalty's hue, violet. Each color has only one *true* complement.

### SPLIT COMPLEMENTARY

Two colors usually are not sufficient on which to build an interesting scheme. Three or four lend more opportunity for unusual effects in decorating. The split complement found by taking the colors at each side of a hue's true complement gives us three colors—for example: red, blue-green and yellow-green (See Fig. 8). In this example, Chartreuse, a yellow-green, could be used for the covering of modern twin chairs; the carpeting could be a rich bottle green; and the draperies could have a splashy floral design of Lipstick Red, Chartreuse, Bottle Green on a rosy grey ground. Grey is a neutral and may be incorporated as an "extra."

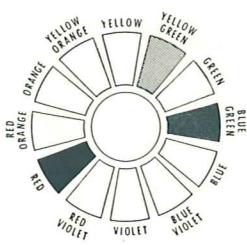


FIGURE 8

### DOUBLE COMPLEMENTARY

A double complement may be used when four colors are required; both ends of a true complement may be split. Taking the hues of red and green again we find that the colors on each side are red-violet, red-orange, yellow-green and blue-green; these four colors comprise a double complement (See Fig. 9). Chartreuse draperies, Dubonnet (a member of the red-violet family) carpeting, rich reddish brown mahogany furniture (furnishing the red-orange of our scheme) and chair seats of Aqua, Dubonnet, and Silver Grey stripes would make an attractive dining room setting.

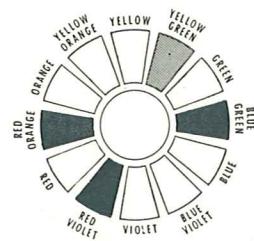


FIGURE 9

### TRIADIC COMPLEMENTARY

The triadic complementary scheme is one of the easiest formulas to use. Any three colors on the wheel which are equidistant form a true triad. (See Fig. 10.) Red, blue and yellow, the three primaries, are most commonly employed in this manner. A colorful kitchen may display blue floor covering with white and red feature strips; soft yellow walls and ceiling with red repeated throughout the room as accent touches. A plaid embracing all the tones might be used for draperies.

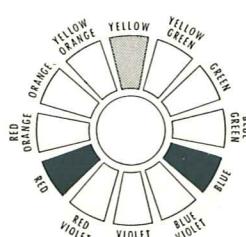


FIGURE 10

## FUNDAMENTALS OF COLOR (Continued)

### Color Personalities

Colors containing either red or yellow may be generally classed as "warm" while those made up of blue are "cool." In every pair of true complements there is one warm and one cool tone.

Warm colors are also described as "advancing" while cool tones are said to "recede." To make a small object look larger paint it Fire Engine Red or Sunshine Yellow. The oversize object may be painted with Rich Blue or Deep Aqua to make it look smaller.

Colors have definite personalities which they have acquired by association. When we think of red we immediately associate it with danger, fire, blood. Therefore, red is an exciting color and as such, it should not be used in large quantities unless a very gay, stimulating atmosphere is desired.

Blue reminds us of vast expanses of sky and water. It is a restful hue, a receding color that gives the illusion of spaciousness. It is soothing for most people but those inclined to be melancholy should avoid large doses of it. Yellow is a sunny hue—bright, cheerful and warm. It has therapeutic value for the recuperating patient although yellow does not give as definite a psychological reaction as do blue and red.

The secondary hues have the characteristics of the primaries they contain. Orange is at the same time exciting and cheerful; it is an aggressive hue, not to be used in large quantities. Green is nature's color; it is restful, universally liked and accepted, and harmonizes with all other hues. Violet makes us think of royalty, dignity, respect; it has the combined qualities of red and blue.

### Decorating Guide

Very little sunlight enters rooms facing the north and, consequently, such rooms should be treated with warm colors. Yellow, peach, coral, tan, ivory, cream, rust, brown, red and all related tones are fine for these north rooms for they help to offset the lack of natural warmth.

Southern rooms, on the other hand, receive an abundance of natural sunlight—sunlight which is rich in red and yellow. Neutralize the light and help to cool the atmosphere by using large quantities of blue in these rooms. One is pleasantly surprised at how the introduction of blue softens the light glare.

Rooms facing the east receive only morning sunshine which is rather neutral. Because of this, gray, one of the

true neutrals, is especially fine for eastern rooms. In addition to gray it is generally felt that warm hues are needed. A complementary formula may always be used to good advantage.

To subdue the red present in the natural daylight, green is most often selected for rooms facing the west. This suggestion, as well as those listed above, is very broad and may be modified to suit individual tastes.

By using color wisely you can "hide" unsightly objects like pipes, vents, radiators, switch plates, etc. Simply paint them the same color as their background and they will practically "fade" out of the picture.

An over abundance of woodwork may be minimized by painting it to match the walls. Such treatment blends it right into the background. This is particularly effective in decorating the small room with many openings. An illusion of spaciousness is thereby created.

To make any lifeless color look its best, place beside it an article that is finished in its complement. A dull blue chair will look fine when you place a coral lamp near it. A soft green divan gains new life when you put a pair of red pillows on it.

If a ceiling seems too high, you can lower its apparent height by painting it in a shade that is darker than the walls. A deep shade will seemingly pull a high ceiling down from two to three feet . . . an illusion, of course.

For the room that is terribly long and narrow there is a similar solution. Paint the end walls in a deeper color than the side walls.

Square, uninteresting rooms may be made to assume more interesting proportions by painting one wall in a different hue than the others. To "push out" a wall, paint it in a lighter tint; to "pull in" a wall, use a darker shade.

When you feature any wall by painting it differently, do have a logical reason for doing so. Remember that such treatment automatically draws attention to the odd wall. Frame a window, give the head of your bed an unusual background, create a focal point of interest—but DO have a reason!

Incandescent lights cast a yellowish glow; daylight fluorescent lights a bluish tone; soft white fluorescents shed a rosy light, while 4500 white fluorescent tubes are rather impartial. Keep these facts in mind when selecting wall colors. Peach, for example, will look greyed and washed out in a room that contains daylight fluorescent lighting. Rose will be enhanced and beautified under soft white fluorescent. Some greys look like the color of sand under incandescents.



# QUICK REFERENCE SECTION

## PRODUCT

**High Standard House Paint**

**Standard Barn Paint**

**Derby Red Barn Paint**

**Metcote**

**Mello-Gloss**

**Plax**

**Kem-Glo**

**Mellotone**

**Super Kem-Tone**

**Plax**

**Tractor and Implement**

**Chalkboard Slating**

## SURFACE

### BARNs

Today there's an ever growing tendency to paint barns and farm homes with a good quality house paint. In such cases High Standard House Paint is the perfect choice. Its use assures maximum protection and adds an appearance of beautiful unity to all farm buildings.

For barns where a bright red color is desired, either Standard Barn Paint ready-mixed or Derby Red in semi-paste form may be used. Both are high quality paints. The choice will depend on whether the property owner wishes to use a ready-mixed paint or to save on material cost by adding his own linseed oil to Derby Red.

Barns with metal roofs or siding are best protected when primed with Metalcote Primer and followed by a final coat of Metalcote or one of the above paints.

### BLINDS (Venetian)

Venetian blinds may be painted with Mello-Gloss, Plax or Kem-Glo, with the choice depending on the room and the finish on the walls. Any one would be practical, for they are one coat, washable finishes that do not catch and hold dirt.

Plax would undoubtedly be the recommended finish for a bathroom or kitchen as its smooth high gloss is not harmed by heat, steam and repeated washing. Kem-Glo offers the same advantages with a lower gloss. Mello-Gloss, while having the same qualities and a soft satiny gloss, may be more suited for bedroom, living and dining room blinds.

### BLINDS (Cloth)

Mellotone is an excellent finish for cloth blinds. One coat quickly restores blinds to their original beauty. The finish does not crack and may be cleaned with wallpaper cleaner. For fast refinishing work use Super Kem-Tone.

## BICYCLES

There is no finer finish for bicycles than Plax. Its special varnish liquid stands exterior exposure very well and stands hard wear, abuse and grease. Its wide range of bright colors are perfect bicycle colors. Another serviceable finish is Tractor and Implement paint. While less expensive than other enamels, it provides a weather-resistant finish with good gloss.

## BLACKBOARDS

Chalkboard Slating is made expressly for blackboards and similar writing surfaces. A very serviceable and durable finish that makes writing and cleaning easy. Available in Green or Black. See directions on can label.



## QUICK REFERENCE SECTION

### PRODUCT

**Neputnite Spar**  
**Plax Water Clear**  
**High Standard House Paint**  
**Plax-Cote**  
**Plax**

**Plax**  
**Mello-Gloss**  
**Kem-Glo**  
**Plax-Cote**

**Stucco and Brick Paint**  
**High Standard Primer**  
**High Standard House Paint**  
**Super One Coat House Paint**

**Red Lead Preservative**  
**Metalcote**  
**High Standard House Paint**  
**Standard Barn Paint**  
**Derby Red**

### SURFACE

#### BOATS

The type of finish desired determines the product best suited for painting boats. If the natural wood grain is to be preserved, use Neputnite Spar Varnish. It is universally accepted as being tops as a varnish finish for all exterior surfaces. It is elastic, tough, weather and water resistant. Plax Water Clear serves equally as well and will not discolor the lightest wood. For color as well as durability use Plax or Plax-Cote on boats or pleasure crafts. On row boats there is no better finish than High Standard House Paint. It provides economical and dependable protection against wear and weather.

#### BREAKFAST SETS

On breakfast sets the first choice would be Plax, because its full glossy finish is not harmed by heat, stains or water. When a lower gloss is desired use Kem-Glo. Mello-Gloss, too, is very satisfactory because its semi-gloss finish wears exceedingly well despite repeated cleaning. Where slightly darker colors are desired, use Plax-Cote. It will not water spot or mar readily. All three products cover in one coat and are made in many beautiful colors.

#### BRICK

Either Stucco and Brick Paint or High Standard House Paint may be used on brick surfaces, the product to be used depends on the finish desired. Stucco and Brick would be a natural choice for an eggshell finish and High Standard for a glossy finish. Both are exceptionally high quality products. High Standard Primer provides an excellent priming coat for either product. Its controlled penetration and thorough sealing features assure the best painting results. If the surface is in good condition Super One Coat will give excellent results.

#### BRIDGES

Proper priming of metal bridge surfaces is of utmost importance. All new, unpainted metal must be cleaned free from rust and grease and then primed before finishing coats are applied. It is equally important that previously painted metal surfaces be cleaned and spot primed wherever paint is used. Either Red Lead Preservative or Metalcote Primer will provide an excellent priming coat. Both have rust inhibiting qualities and provide a good bond between the metal and the finish coat. Use Metalcote Primer over aluminum surfaces. The finish coat depends on the finish desired. High Standard House Paint provides an attractive appearance as well as long lasting protection. Metalcote Aluminum paint has excellent durability and light reflection qualities. It also provides good day and night visibility over a long period of time. Where economy is the deciding factor, either Standard Barn Paint or Derby Red will prove satisfactory without sacrificing dependable protection.



## QUICK REFERENCE SECTION

### PRODUCT

**High Standard House Paint**  
**Plax-Cote**  
**Mellotone**  
**Mello-Gloss**  
**Super Kem-Tone**

### See Boats

**Metcote**  
**High Standard House Paint**  
**High Standard Trim Colors**  
**Plax-Cote**

**Mellotone**  
**Mello-Gloss**  
**Super Kem-Tone**  
**Plax**  
**Super Kem-Tone**  
**High Standard House Paint**

**Stucco and Brick Paint**  
**High Standard House Paint**  
**Standard Barn Paint**  
**Cement and Stucco Primer**  
**Shingle n' Shake**

### SURFACE

#### CANVAS (Exterior—Interior)

Exterior canvas surfaces are best protected with High Standard House Paint. Its solid coverage and extreme durability will keep the canvas fabric well protected and prevent canvas rot and mildew. For a finish with higher, longer-lasting gloss use Plax-Cote.

Interior canvas surfaces can be painted very satisfactorily with Mello-Gloss. It is a very economical finish as it hides with one coat and retains its semi-gloss sheen even after repeated cleaning. When a soft flat finish is desired an oil type flat wall like Mellotone or latex base paint like Super Kem-Tone would be most practical.

### CANOES

#### CANOPIES (Metal)

On new, unpainted metal canopies, the first coat should be Metalcote Primer. Its perfect bonding and sealing properties assure the best painting results. The finish coat may be either High Standard House Paint or High Standard Trim Colors, depending on the color desired. Both have outstanding coverage and wearing qualities. Plax-Cote, too, will provide a durable finish with a good gloss. Colors in all three products are Style-Tested.

#### CEILINGS Wood—Plaster      Cement—Metal

A flat matte-like finish is very practical on ceiling surfaces as it provides good light diffusion. A selection should be made between Mellotone an oil type paint and Kem-Tone a resin emulsion paint. Both are easily applied, quick drying and cover in one coat. Where a gloss finish is desired the finish could be Plax (high gloss), Kem-Glo (medium gloss), or Mello-Gloss (semi-gloss). All are one coat paint products.

High Standard House Paint is suitable on all surfaces, including cement. It covers solidly more square feet than ordinary paint, thus it helps to keep painting costs low.

### CEMENT BUILDINGS

Cement like brick is very porous. It is therefore necessary to prime cement surfaces with Cement and Stucco Primer or High Standard Primer to prevent absorption of moisture. Both Primers will seal the surface properly and provide an excellent surface for finishing coats of paint. The finish coat may be either Stucco and Brick Paint for an eggshell finish, or High Standard House Paint for a glossy finish. Both have excellent weather resistant and self-cleaning properties. On rough surfaces where a flat finish, economy and good protection are the requisites, Shingle n' Shake Paint may be used.



## QUICK REFERENCE SECTION

### PRODUCT

#### Plax

**Neptunite Varnishes**

**Neptunite Varnish Stain**

#### Plax-Cote

#### Kem-Glo

See Interior Finishes—  
or Houses

**High Standard  
House Paint**

**Metalcote**

**Black Asphaltum**

**Aluminum Paint**

**Standard Barn Paint**

**Metalcote**

**Metalcote Primer**

**Plax-Cote**

### SURFACE

#### CHAIRS

The proper finish for a chair is ordinarily determined by its type and use. When a finish with color is desired the best is Plax. It is especially good for use on kitchen, sun room and porch chairs. If darker colors are desired use Plax-Cote. For a natural finish either Neptunite Gloss Floor and Trim Varnish or Satin Finish Varnish may be used. Ordinarily Gloss Floor and Trim Varnish will prove more satisfactory because its finish is the toughest of the two and it may be rubbed.

For an inexpensive finish over marred surfaces when the old finish is not to be removed use Neptunite Varnish Stain. It covers up scratches, and stains and varnishes in one operation.

### CONCRETE FLOORS

**Plax-Cote**  
**Cement and Stucco  
Primer Grey 584**

Plax-Cote is made expressly for concrete floors. Its tough finish resists scuffing, scrubbing and the hard wear to which floors are normally subjected. It will not water spot. On new cement floors the application of a prime coat of Cement and Stucco Primer (Grey 584) will assure finer finishing results.

### DOORS

#### FENCES (Wood—Metal)

The standard practice is to use High Standard House Paint White on wood fences. If boards are weathered sufficient oil should be added to the first coat to satisfy absorption. Standard Barn Paint will also provide excellent results and may be used when color is not important. On new metal fences or where bare metal shows, apply Metalcote Primer first then finish with a coat of any one of the following: High Standard House Paint, Black Asphaltum, Metalcote Aluminum, or Standard Barn Paint. All give good results and the choice will depend upon the type of finish desired.

#### FIRE ESCAPES

The proper painting procedure in protecting fire escapes against rust and corrosion is first to give all bare metal areas a coat of Metalcote Primer. Thorough cleaning of the surface to remove all traces of rust or scales is necessary. The prime coat may then be followed with any of the Metalcote products.

#### FLOORS (To Paint)

The unusual durability of Plax-Cote makes it suitable for use on both interior or exterior floors of wood or cement. Its tough, glossy film resists scuffing, and will not water spot.



## QUICK REFERENCE SECTION

### PRODUCT

**Neputnite Varnish Stain**

**Neputnite Varnishes**

**Wood Seal Clear**

**Iron Enamel**

**Black Asphaltum**

**Metalcote**

**Aluminum**

**Plax**

**Neputnite Varnish Stain**

**Neputnite Varnish**

**Metalcote**

**Metalcote Primer**

**High Standard  
House Paint**

**Metalcote Primer**

**High Standard  
House Paint**

**Standard Barn Paint**

### SURFACE

#### FLOORS (To Varnish)

The homeowner has the choice of two different types of durable Floor Varnishes. For a high gloss, easy to clean finish Neputnite Floor and Trim Varnish is preferred. For a rubbed effect Neputnite Satin Finish Varnish would be best for it provides a rubbed effect without rubbing. Neputnite Varnish Stain is excellent for use on marred and scratched floors from which the old finish is not to be removed. It provides economical protection as it covers up scratches and stains, and varnishes in one operation. On new floors where finishing time is a factor Wood Seal Clear is recommended as a first coat.

### FURNACES

Any one of the products listed would be very satisfactory as a finish for furnace fronts for they all stand a reasonable amount of heat. If a good gloss is desired, there is a choice between Metalcote Aluminum, Iron Enamel and Black Asphaltum. Of the three Metalcote Aluminum will stand the greatest amount of heat.

### FURNITURE

The choice of a product for furniture refinishing is simple. If color is desired, there is no finer finish than Plax. It flows out to a smooth, tough finish that is easily cleaned. If a varnished finish is desired, either Neputnite Gloss Floor and Trim Varnish, for a full gloss, or Neputnite Satin Finish Varnish, for a rubbed effect should be used. Neputnite Varnish Stain is recommended for scratched and marred furniture from which the old finish is not to be removed—and on which a stain and varnish effect is desired.

### GALVANIZED IRON

Galvanized iron should age four to six months or be treated with a chemical solution to roughen the surface. After which a good metal primer like Metalcote Primer should be applied. The finish coat may then be almost any type of material that meets wear and exposure conditions. Ordinarily High Standard House Paint is preferred as the finish coat on exterior surfaces. Metalcote and Standard Barn Paint will also give good results.

### GUTTER TIN

After the grease film has been removed from new tin, apply Metalcote Primer to assure a perfect foundation for the finish coat. Ordinarily, High Standard House Paint is best for the finish coat. On barns and outbuildings where a red and less expensive finish is desired Standard Barn Paint may be used satisfactorily.



## QUICK REFERENCE SECTION

### PRODUCT

#### High Standard Primer

House Paint

Trim Colors

#### Shingle n' Shake

#### Super One Coat

Sash Black

Plax-Cote

#### Rich-Tone Shingle Stain

#### Tractor and Implement Paint

#### Neputnite Varnishes

#### Non-Fading Oil Stain

#### Enamel Undercoating

Plax

Mello-Gloss

#### Super Kem-Tone

Kem-Glo

#### Paste Wood Filler

#### Neputnite Varnishes

Plax

Plax-Cote

Kem-Glo

### SURFACE

#### HOUSES (Wood—Exterior)

The most satisfactory and accepted practice in home painting is two-coat work using a specially developed primer and a high grade house paint. Finest painting results are assured with High Standard Primer, because its controlled penetration and thorough sealing takes the guesswork out of painting. High Standard House Paint is unsurpassed as a finishing coat. For a black finish on wood or metal sash, use Sash Black. It cuts a sharp edge and weathers exceptionally well. Use Plax-Cote for either interior or exterior floors and Rich-Tone Shingle Stain for shingle roofs and siding. For a one coat job where the surface is in GOOD condition use Super One Coat. For a flat finish and added protection on shingle, shake and rough-sawed surfaces use Shingle n' Shake Paint.

#### IMPLEMENTS (Farm)

Tractor and Implement Paint is considered the best finish for farm implements. It is equally good for wood or metal and is made extra tough and elastic to withstand all exterior exposure. Colors are similar to many original equipment colors. Read directions on can label.

#### INTERIOR FINISHES (Soft Wood)

Pine      Fir      Cypress      Gum

The natural wood finish of these woods may be retained by applying varnish direct to the wood. Filling is not necessary. If a high gloss finish is wanted use Neputnite Gloss Floor and Trim Varnish. If a rubbed finish is desired, use Neputnite Satin Finish Varnish. Generally soft woods stain very easily and Non-Fading Oil Stain should be recommended if a deeper color and more permanent grain is preferred. For a painted finish on these woods, there is a choice of several different products—Plax for high gloss, Mello-Gloss for semi-gloss, Mellotone for a flat velvety sheen, Kem-Glo for a medium gloss and Super Kem-Tone for a flat finish. For the finest enameling results always use Enamel Undercoating before applying the finishing coats.

#### INTERIOR FINISHES (Hard Wood)

Oak      Birch      Maple      Mahogany      Walnut

Practically all hard woods require filling. Therefore the natural finishing procedure would be to first use Lowe Brothers Paste Wood Filler, to level the surface. Finishing coats may then be Neputnite Gloss Floor and Trim Varnish for a gloss finish, or Neputnite Satin Finish Varnish for a rubbed finish. Both give very satisfactory results. When staining is necessary, the staining operation should precede filling. Hard woods that are to be painted may be easily and beautifully finished with Plax, Kem-Glo or Plax-Cote. Each product is known for its durability.



## QUICK REFERENCE SECTION

### PRODUCT

**Plax-Cote**  
**Non-Fading Oil Stain**  
**Neptunite Varnish**

**Neptoseal**  
**Paste Wood Filler**  
**Neptunite Varnishes**  
**Wood Seal Clear**  
**Plax-Cote**

**Plax-Cote**  
**Plax**

**Plax**  
**Mello-Gloss**  
**Plax-Cote**  
**Kem-Glo**

### SURFACE

#### INTERIOR FLOORS (Soft Wood)

On interior floors of soft wood, the natural finish may be retained by applying two or more coats of either Neptunite Gloss Floor and Trim Varnish or Neptunite Satin Finish Varnish. If staining is desired use Lowe Brothers Non-Fading Oil Stain before applying varnish. Without doubt, the finest painted surface would be Plax-Cote. It does not water spot, cleans easily with a damp cloth and is scuff resistant.

#### INTERIOR FLOORS (Hard Wood)

Open grained hard woods should be filled with Neptoseal or Paste Wood Filler to fill the grain and level the surface before finishing coats are applied. When a penetrating finish is desired, use Lowe Brothers Wood Seal Clear. It is an excellent finish for gymnasium or similar floor areas. For a rubbed effect without rubbing use Neptunite Satin Finish Varnish. It may be applied quickly and easily. Furthermore it does not mark readily. Plax-Cote is the finish to use when floor areas are to be painted. It is tough—scuff resistant and won't water spot.

### KITCHEN FLOORS

Before painting kitchen floors, remove all grease and dirt by washing with soap and water. Remove all traces of soap by rinsing with clear water. Allow to dry and apply Plax-Cote. It is made specifically for floor and dado surfaces and is made in preferred floor colors. Where brighter colors are desired use Plax. It resists heavy floor traffic. Both finishes are easy to clean with soap and water.

### KITCHEN WALLS

After the surface has been thoroughly cleaned any one of the finishes listed may be used with complete satisfaction. The selection will depend on the degree of gloss and the color desired. Plax is generally preferred because of its high gloss, resistance to cooking vapors and stains. Kem-Glo, "the miracle luster finish," serves equally as well; however, the gloss is not as high as Plax. Where a lower degree of gloss is desired, use Mello-Gloss semi-gloss finish. The subdued sheen is easy on the eyes and colors remain bright through repeated cleanings. As a finish for dado areas Plax-Cote stands out as the best because its rich deeper colors do not show dirt readily. All are one coat washable finishes.



## QUICK REFERENCE SECTION

### PRODUCT

**Plax Water Clear**

**Plax**

**Plax-Cote**

**Metcote**

**Plax**

**Aluminum Paint**

**High Standard House Paint**

**Neptunite Spar Varnish**

**High Standard House Paint**

**Plax-Cote**

**Neptunite Spar Varnish**

**Plax**

**Mellotone**

**Mello-Gloss**

**Aluminum Paint**

### SURFACE

#### LAWN FURNITURE

All three products, Plax, Plax-Cote and Plax Water Clear are excellent for lawn furniture. Each contains an alkyd resin varnish known for its ability to resist weather and hard wear. The choice of product would thus depend on the color wanted. For the preservation of a natural wood finish, use Plax Water Clear. It will not discolor the lightest wood surface.

#### METAL SURFACES (Interior—Exterior)

All bare metal spots and new metal surfaces, interior or exterior, require a good priming coat to inhibit rust and provide a bond for the finish coat. The most serviceable primer for either interior or exterior surfaces is Metalcote Primer. It must be followed with a finish coat. The best product for the final coat depends upon the type of structure, exposure conditions and color desired. Generally, Metalcote products are exceptionally fine for exterior or interior surfaces, as they are especially made to resist normal heat, wear, corrosion and weather. High Standard House Paint, Plax and Aluminum Paint are also good exterior finishes. On interior surfaces when solid covering, color and high lustre are essential, Plax is the number one choice. Mello-Gloss, Mellotone and Plax-Cote are also excellent finishes over metal.

#### PORCH CEILINGS

When High Standard House Paint is used for the rest of the house, it is common practice to use High Standard of the same color for the porch ceiling. If a natural wood effect is preferred the wood may be stained, then protected with Neptunite Spar Varnish. Ceilings may be painted, varnished or enameled with almost any good exterior finish.

#### PORCH FLOORS (Wood—Cement)

Whether the surface is wood or cement there is only one finish to use—Plax-Cote. It's made tough to withstand heavy floor traffic, is easily cleaned and will not water spot. On new cement apply Cement and Stucco Primer then finish with Plax-Cote.

#### PORCH FURNITURE

The choice of product depends on the type of finish desired. On natural wood or stained furniture apply one or two coats of Neptunite Spar Varnish. For a colorful painted finish use Plax. One coat will be sufficient on most surfaces.

#### RADIATORS

Beauty of finish and heat radiation qualities make Mellotone and Mello-Gloss the preferred finishes for radiators. This is important to home owners for radiators can be painted to blend in with wall surfaces, yet have excellent heat radiation. Of the two Mellotone is best for heat radiation. While Aluminum Paint may also be used as a radiator finish it is not quite as high in heat radiation as Mellotone.



## QUICK REFERENCE SECTION

### PRODUCT

#### Plax Water Clear

Plax

Plax

Kem-Glo

Iron Enamel

Black Asphaltum

Plax

Metcote

Aluminum Paint

Standard Barn Paint

Derby Red

Rich-Tone Shingle Stain

High Standard  
House Paint

Rich-Tone Shingle Stain

High Standard  
House Paint

Shingle n' Shake

### SURFACE

#### REED FURNITURE

Reed furniture, like lawn or porch furniture, requires a tough, elastic finish. Plax Water Clear is a perfect choice because of its unusual resistance to exterior exposure, its clearness and non-yellowing quality. For a finish with color, use Plax or Plax-Cote.

#### REFRIGERATORS

No other finish equals Kem-Glo or Plax for refrigerators. Kem-Glo has the beautiful sheen of porcelain enamel and is impervious to many stains and acids. Its smooth porcelain-like finish resists smudge, stains and many acids. Very easy to apply and keep clean. Plax has the same characteristics and differs only in its higher gloss.

#### REGISTERS

Iron Enamel and Black Asphaltum are equally fine for registers. Both have high luster and resist moderate heat. Where color is needed, use Plax. It, too, resists heat and is easily cleaned.

#### ROOFS (Metal)

New galvanized iron roofs should have a prime coat of Metalcote Primer to prevent rust and assure a good bonding of the finish coat. Exposed metal on old roofs should first be cleaned of rust and spot primed. Metalcote is commonly used as a high grade metal roof paint. Aluminum Paint is also excellent as a finish coat. It provides a clean, bright appearance and wears well. If a red colored roof is desired, either Standard Barn Paint or Derby Red may be used with satisfactory results.

#### ROOFS (Wood)

Either Rich-Tone Shingle Stain or High Standard House Paint may be used on shingle roofs—depending on the finish desired. Rich-Tone Shingle Stain is preferred by those who want a penetrating stain and High Standard House Paint by those who desire a painted effect. High Standard House Paint may be used as a stain when thinned with turpentine in the proportion of one gallon of turpentine to each gallon of paint.

#### SIDING—ROUGH SAWED

Shingle n' Shake Paint gives excellent results on rough sawed siding. It is normally preferred because of its lack of gloss. High Standard House Paint is undoubtedly the very best paint for use on such siding. However, it will dry with a gloss. Rich-Tone Shingle Stain serves unusually well, especially on structures where a stained finish would be desired.



## QUICK REFERENCE SECTION

### PRODUCT

**Sash Black**  
**High Standard House Paint**

**Screen Enamel**  
**High Standard House Paint**

**Metcote**  
**Graphite**

**High Standard House Paint**  
**Metcote**  
**Aluminum Paint**

**Metcote**  
**High Standard House Paint**  
**Standard Barn Paint**

**Tractor and Implement Paint**  
**Plax**

### SURFACE

#### SASH (Wood—Metal)

New metal sash should be primed with Metalcote Primer to inhibit rust and corrosion. Exposed metal on previously painted sash should be cleaned and spot primed before applying the finishing coats. If the sash is to be painted in the same color as the body of the house, use High Standard House Paint. For black sash no finer finish is available than Sash Black. It cuts a clean edge, thus speeds up sash painting work.

### SCREENS

Use Lowe Brothers Screen Enamel on both wire mesh and frame. It is made so that it does not clog the mesh yet gives many years of satisfying wear. If a light color is desired, High Standard House Paint may be used satisfactorily.

### SMOKE STACKS

Metcote and Graphite Paint are equally suitable for use on smoke stacks. If the stack is new, a prime coat of Metalcote Primer should be applied to the bare metal before applying finishing coats.

### TANKS (Steel)

All new metal tanks should be primed with Metalcote Primer before finishing coats are applied. Bare metal on old tanks should be cleaned and spot primed. High Standard House Paint is an excellent choice as a finishing coat. It is high in beauty as well as durability. Another widely accepted finish is Aluminum Paint. It has excellent light and heat reflecting properties.

### TIN

New tin usually has a coating of grease or oil on the surface. Paint will not hold well over such a surface, and for that reason it is necessary to either wash the tin with gasoline or allow it to be exposed to the weather before applying finishing coats. Any one of the three finishes listed will give satisfactory results.

### TRACTORS

One of the most important operations to remember in painting a tractor is to remove all traces of grease, oil and dirt. Spot prime worn or scaled spots with the paint to be used for the finishing coat. All traces of dust and paint scales must first be removed. Either Tractor and Implement Paint or Plax may be used as they provide durable finishes that will last for years.



## QUICK REFERENCE SECTION

### PRODUCT

#### Plax

Tractor and Implement

#### Mellotone

#### Mello-Gloss

#### Plax

#### Plax-Cote

#### Super Kem-Tone

#### Kem-Glo

#### Mellotone

#### Mello-Gloss

#### Super Sealer

#### Wall Sealer Clear

#### Plax

#### Plax-Cote

#### Super Kem-Tone

#### Kem-Glo

#### Mellotone

#### Super Kem-Tone

#### Traffic Zone Paint

#### High Standard House Paint

### SURFACE

#### TRUCKS

One of the best finishes for trucks is Plax. Its tough, durable elastic finish defies abrasion, wear and weather. For darker colors, use Tractor and Implement Paint. It withstands wear and weather exceptionally well.

### WALLS

#### Interior—Plaster—Cement

The choice of a wall finish will depend on the finish desired. For a flat wall finish use Mellotone or Super Kem-Tone. Mellotone requires no special primer or thinner and dries quickly to a soft matte finish. Super Kem-Tone applies easily and dries in one hour. Where a semi-gloss finish is desired use Mello-Gloss. It provides a pleasing satiny finish that is washable and long wearing. For a full gloss finish use Plax. It flows on evenly and dries to a porcelain like finish that is easily cleaned. If a medium gloss is desired Kem-Glo is the product to use. It washes like baked enamel. Plax-Cote is an excellent dado finish where hard wear and possible dirt collection call for a dark color. New walls should be primed before applying any finishing coats. Super Sealer, a pigmented sealer or Wall Sealer Clear would provide a perfect foundation for the finishing coats. For a quick drying, flat finish use Super Kem-Tone. It applies easily and can be washed.

### WALLBOARD

Most wallboard is relatively porous and should be primed before applying the finishing coats. Super Sealer would be the product to use as it acts as sealer and a first coat of paint. It may also be tinted to match the finishing coat. Wall Sealer Clear also has excellent sealing properties. It is a varnish type size which may be given opaque properties by mixing Mello-Gloss or Mellotone in the proportion recommended in the directions on the can label. Mello-Gloss, Mellotone, Kem-Glo, Plax or Super Kem-Tone may be used as the finishing coat over either primer, with the choice depending on the type of finish and degree of gloss desired.

Where a dado effect is desired, Plax-Cote will more than fill the requirements.

### WALLPAPER

Before any finish is applied over wallpaper, all loose sections should be securely anchored. Either Mellotone or Super Kem-Tone may be used over wallpaper with equally satisfactory results, providing the wallpaper is securely anchored. Mellotone requires no reduction or special primer. Simply apply by brush or roller koater. Super Kem-Tone has no offensive paint odor. Both dry quickly to a perfect flat finish and both have one coat hiding properties.

### ZONE MARKING

The time-tested favorite is Traffic Zone Paint. Made to withstand heavy traffic; dries dust free in 5 to 10 minutes, and has good visibility. High Standard House Paint, too, will prove very satisfactory. Both may be brushed or sprayed.

